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1948 GLADIOLUS

Noweta Gardens

ST. CHARLES, MINNESOTA

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U.S. Department of Agriculture

White
Christmas



White Christmas

Our 1948 Introductions

WHITE CHRISTMAS' (Fischer)

Myrna X (Maid of Orleans x White Ribbon)
(614-41)

White Christmas is a flower that one dreams of but rarely sees. Scrutinizing its grace, elegance and dignity one is captured by a silent message that is beyond this world in its purity and power. This ruffled, waxy, snow-sculptored stylist has been named White Christmas because it is as uplifting as a snowy, white Christmas in our northern climate. A whole day was spent arranging and photographing the basket featured on the opposite page. As the day came to a close we realized that the White Christmas message had done something to us. Our souls had been gently bathed in beauty.

White Christmas is snowy white with a cream cast in the throat. Sometimes one will see a glint of pink in its makeup. Six to nine 6" florets come well attached to tall 17 to 20 bud spikes. Few glads open as well in water. It is a remarkably robust grower, distinctly disease-resistant and precocious, blooming well from small bulbs. The past two seasons, I could wish for better floret placement and better propagation, tho previously it was excellent in both respects. Old bulbs are prone to split badly and need all but one eye removed. It makes beautiful bulbs and good sized bulblets which germinate nearly 100%. White Christmas bulblets are one of the best growers in the field.

As a seedling, I called White Christmas "My Solveig White", because of its similarity to that great advancement in gladiolus breeding. White Christmas is a likeness of the once famous Solveig, but it has the vigor of Picardy and Maid of Orleans added. It is derived from the Prestgard strain which was noted for its purity of color and beauty of form. Myrna is (Maid of Orleans X Shirley Temple). Shirley Temple is (Picardy X Ruffled Beauty).

White Christmas was the three-spike grand Champion of the '47 Nebraska show where the renowned J. Elton Carter, after 2 hours of careful deliberation and fond handling gave a single spike a high score of 92, and it takes a mighty good spike to rate an honest 85 to his critical eye. Incidentally, Mr. Carter was one of the judges that hung the purple ribbon on Solveig when it was exhibited as a seedling at the American Gladiolus Society show in Cleveland in 1931 where Solveig was awarded the only First Class Certificate that society awarded to exhibition gladiolus in sixteen years of gladiolus judging. White Christmas was 3-spike grand champion at the Iowa state show last summer. Kenneth Weale, of Massachusetts, exhibited White Christmas and won the New England Commendation Award with a score



WHITE CHRISTMAS



An Arrangement of Rose Charm

of 90. White Christmas shared top honors with White Challenge and Robert's 261-2 at Michigan State College Trial Grounds with a score of 85. It won numerous other awards. We predict many future winnings.

We have had nearly a score of requests from other growers to co-introduce this resplendent white. But our stock is not large and so in order to stick to our modest introductory price previously announced we alone are listing White Christmas.

PRICE

\$2 each any size; 12 for \$20.00

1 large, 1 medium, 1 small, 3 bulblets \$6.00

No bulblets except in the collection.

C u soon.

Yours,

Wendell Heaton

P. S. Merry White Christmas

Your best White Christmas fan

P.P.S. I play a record about White Christmas about every day on phonograph and think of you and yours.

"White Christmas is, as you would say, a honey. A very heavy ruffled white, long flowerhead with many open, on a tall straight stiff stem. In my opinion it will go places. Beauty's Blush is also a very tall healthy grower and a very good variety."—James Marsh, N. Y.

ROSE CHARM (Fischer)

Lavender and Gold X (Maid of Orleans x Picardy) (5-43)

Rose Charm is submitted to the gladiolus world as an early rose cutflower. It has always been among the first half dozen to bloom and has twice led the season's parade. This year only Early Gold and Gratitude preceded it. Rose Charm has earliness, plant vigor, height, rapid propagation, and a beautiful color, which are inherited mostly from Queen of Bremen. Lavender and Gold is Queen of Bremen X (Sweetheart x Rosemarie Pfizer). Rose Charm is fully as prolific as its stalwart lavender grandparent, each bulb producing a handful of rather small bulblets which grow readily. But unlike Queen of Bremen it does not crook. Because its long tapering flower head and long slender stem make it unusually apt for basket work, we planned to name this new introduction "Basket Rose" but we were denied the use of this name. From large bulbs the plant attains the height of about four feet. Rose Charm compares with the well known Margaret Fulton for size, opening 5 to 6 ¼" florets. The color is a particularly pleasing shade of clear, crystalline rose with a large, dramatic cream throat and

midribs. It is similar to the color of Rose O'Day, Venida or Topflite. Not a pink. From afar the color carries unusually well, like the rose glow of an evening sunset. Opens well in water. Not exceptional as to beauty of form, but Rose Charm is the only early rose colored glad I know of.

PRICE

\$2.00 each any size, 12 for \$20.00

Bulblets: 2 for 25c; 10 for \$1.00; 100 for \$8.00

1 large, 1 medium, 2 small, 10 bulblets...\$6.00

2 large, 5 medium, 25 small, 200 blbts..\$25.00

5 large, 10 medium, 50 small, ½ pint...\$60.00

(Another Introduction on pages 14-15)

A Testimonial . . .

I asked a well known judge from the East, who visited me last summer, to mail me his frank impressions of our three prospective 1948 introductions. The following are his comments received shortly before our catalogue went to press:

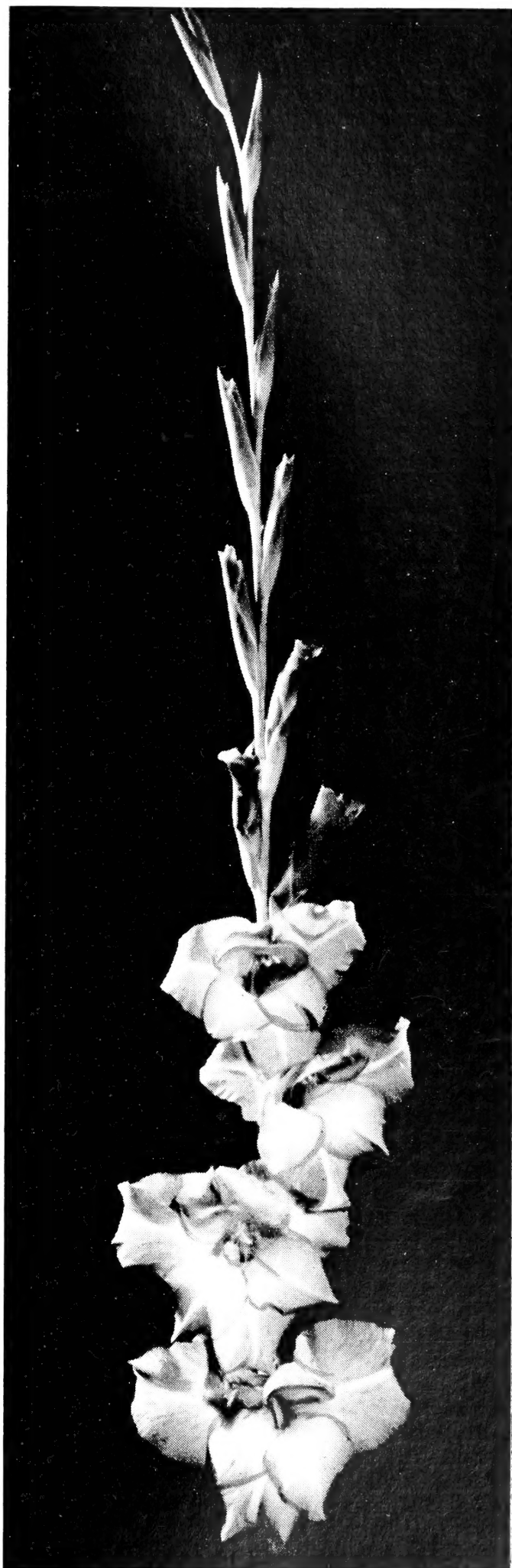
"One of the outstanding thrills in twenty years of glad growing and glad judging came to me when I first saw White Christmas in the row.

"I was thrilled anew when I saw it reigning as king of the show table. But not until I saw a massed basket of it five feet in diameter did I fully realize the true magnificence of this gorgeously ruffled, exuberantly stylish, immaculate snowy flower. It is hard to do justice to White Christmas without seeming extravagant with superlatives. It is simply a dream come true. It does you great credit to introduce it at so modest a price. I question whether any other grower would introduce so outstanding an offering for less than ten dollars.

"Little Sweetheart" is in the same upper register of beauty as White Christmas. I consider it far and away the most beautiful small decorative glad on the market. It is simply ideal for arrangements. Like White Christmas it has all the stretch it needs. It has the same waxy white throat and the same ingenue pink as made Prestgard's Sweetheart such a favorite in its day but differs in being only about two-thirds as large in the florets and in being most exquisitely frilled. Little Sweetheart is another love-at-first-sight glad—full of that romantic perfection one often dreams about but rarely sees.

"Rose Charm is a glad to respect and admire but not a glad to rave about. It's beautiful but not out of this world. Its really outstanding feature is its value as a basket flower: the long clean cut ribbons of fresh

(Continued on page 23)



ROSE CHARM from No. 4 Bulb

"5-43 (Rose Charm) Straight graceful rose with everything in its favor. We have this heavily underscored."—E. A. Lins, Wis.

Colorful Glimpses

All in all, the 1947 blooming season was a hectic one. A cold wet spring was followed by a summer of heat and drought. There was so much moisture early that the bulbs did not have to make much root growth to sustain themselves. Then when the 100°-103° heat came the flowers were not able to take it. Fortunately, we had our expensive sorts so situated that we could reach them with a hose and soil soakers. It was even drier to the south of us. Although we planted about twice as many bulbs for cutting as last year we cut about half as many flowers. With our backs to the wall we determined to have an irrigation system next year! Watch our smoke! September brought rain and some relief. An early freeze, (September 24) which swept clear across the northern tier of states, resulted in fewer large bulbs and fewer bulblets than a year ago. But we still have a good crop. The Lord provides.

The brightest spot of the summer again was our seedling acre. Judging by performances of the past season, we have much of promise from which to choose our future introductions. However, we are not offering a seedling collection this year, for with the summer's adversities, there didn't seem to be any borderline cases. It took a flower with mettle to come through this year. Of those offered in the seedling collection last year 79-40, a pale orange, was the only one that was deemed worthy of a name.

The largest glads still walk away with the grand championships. Color and form are neglected. Why not bring a roll of figured wallpaper to the show! Size is merely a dimension—not an attribute of beauty! The personality and soul of a flower can't be measured by either a ruler or scorecard.

Far too many varieties are being introduced each year. A comprehensive system of trial grounds is sorely needed. We also believe that \$2.00 is plenty to ask of any man's money for a single bulb. Why not wait a year and be more democratic in our prices?! \$2.00 is too much for a "dud" but by waiting longer more of the duds would be eliminated.

With the summer's heat thrips still continued to be a menace. In hot, dry weather they are difficult to check. We have found that DDT is wonderfully effective, but don't wait until it is too late. The time to get Mr. Thrip is right after the bulbs are dug. To protect our customers every bulb was thoroughly dusted, and we fumigated them in storage twice.

What are the best new glads currently listed? We wish we knew! Each year we spend several hundred dollars in an effort to find out so that we can offer our customers the best of what is new and old. Varieties perform differently in different sections. Moreover, one year a variety may do well, and the next year it may be a failure. Tastes vary as much as ladies' ensemble on the street. Some say color is most important, others say performance. No one has the complete picture. With this in mind, I will endeavor to give you a glimpse of our season's experiences as they appeared to me. Varieties included in our descriptive price list will be omitted in the following paragraph.

Valuable for its earliness is **Early Gold**, but it isn't the sort of thing you care to come back to for a second look. It took us three years to warm up to the greenish tones of **Babs**, but this year we fell in love with it. Waxy, round, ruffled. Charming for makeup work. Too short for cutting and lacking personality, **Donella** was a complete disappointment. **Fay** may be described as a larger Margaret Fulton. Leonard Butt's **Radiance**, which looks as though it might be a cross between Dr. F. E. Bennett and Pfitzer's Triumph, is a worthy addition to the early scarlets. Bright color; heavy substance. Watch for **Radiance**. **June Day** is similar to Rosa van Lima but with a throat marking. Since we are getting sick and tired of Goldstaub, we are looking around for a substitute for an early yellow. **Yellow Herald**, from Holland, may be the answer. **Holland's Glory** is a severely plain, coarse salmon. **Peggy** is tall and a very pleasing shade of lavender. Severely plain. Probably too slow a propagator to make a commercial—at least in our climate. Makes its bulblets late. **A. L. Stephen** is a tall, dramatically blotched pink. Round florets. I'm enthusiastic about this one but haven't checked its propagating qualities. **Lady Boo** reminds me of Debonair. **Martha Deane**, tall, fair. **Algoma** deserves a place as a novelty. Hope it propagates well. Arenius' **Topflite** almost won a place on our 1947 Honor Roll, but lost out on performance. It is a perfectly beautiful shade of rose but the terrific heat burned off the tips, and the bulbs were diseased when we came to dig them. **Golden Arrow** is a beautiful color, but this was about all that could be judged. **Minstrel** came through this year after a two years' vacation. **Prosperity** is just a ruffled Picardy. With close study it seemed ragged. **Bernadette** failed to impress. **Phantom Beauty** opens a lot. Common otherwise. **King Alfred** is a tall deep salmon with a glowing yellow throat. Looked promising but want to see it again. **Fuchsia Belle** gave two grand spikes. Very plain but a beautiful fuchsia color. Some report difficulty in germinating the bulblets. **Red Rascal** was tall and a good color. Burned badly in the heat. Imposing a year ago. **Kelsey** was a washed out Picardy this year. Picardy-faced **Pink Charm** has yet to establish its reputation as an early cutflower

with us. We like Margaret Fulton better, and it is just as early. **Spun Gold** gave a very deep smooth color; of average height. **Tahleneka**, opposite flowered yellow—n. g. **Texas** not so bad and not so good. **Belle Jaune**, from Holland, may prove a worthy addition to the yellows. Very brilliant color. Watch! **Coventry** does not have the sparkle its sister seedling Sparks has. Few glads have as broad petals as brilliant **Mid-America**. Tall but floppy. Bulbs are extremely subject to disease. **Sunspot** is patterned after the great propagator of modern glads, Picardy. Not outstanding here. Fair a year ago. **Morning Star** looked mighty fine when shown as a seedling in Chicago in 1946. A waxy, truly white Picardy. **Treasure Island**, a blush pink proved to be the most noteworthy of the 1947 Lins' introductions. Hatch's **Giant**, which is similar to Rewi Fallu, burned badly. **Diadem** lacks color appeal. **Pactolus**, another importation from Holland, is a very interesting novelty—an apricot tinted white with a striking cherry blotch. The spikes of **H. B. Pitt** barely got out of the foliage. Booby prize! **Abigail** didn't fare too well in the heat. Of the two beautiful bulbs of **Blue Ice** we planted, one died; the other gave a mediocre performance. **Dawn Glow** gave a worthy account of itself. We bloomed some excellent seedlings last summer from this Jack origination. **Fabulous** is one of the better blotched varieties. **Huntress** flecks and wilts badly in the sun. Not as good as Rose O'Day for us. **Sandman** is a fawn-tan novelty. We think well of **Victory Queen**, but the plants blighted seriously last summer. **White Magic** failed to produce. Pink **W. R. Reader** looked good. **Bridesmaid** tied with **Margaret Wood** for most burning in the field. Both were terrible! **October Sunshine** has a lovely color.

OUR SEASON'S HONOR ROLL OF RECENT INTRODUCTIONS' (omitting my own varieties) are: **Spic and Span**, **Birch Red**, **Venida**, **Sparks** and **Better Times**. First choice goes to Spic and Span. It seemed to thrive on the heat. The rest are about on a par with one another. Roberts' 261-2, a tall ruffled white, was the best seedling tested.

This year I am discarding Bella Donna, Early Rose, Firefly, Francis Irwin, Gardenia, Gloaming, Greta Garbo, King Click, King Lear, Liberator, Milford, Miss Vermont, Parnassus, Rosy Light, Valor and White Fantasy.

As coming commercials I select: Abu Hassan, Babs, Beauty's Blush, Better Times, Birch Red, Daisy Mae, Dieppe, Early Gold, Fabulous, Gratitude, Hawkeye Red, Heavenly White, Highlife, Lavender and Gold, Lavender Prince, Lipstick, Orange Gold, Poet's Dream, Radiance, Red Plush, Rita Mae, Rose Charm, Rose O'Day, Sparks, Spic and Span, Sunlight, Trocadero, True Love, Wedgwood and Venida.

Among the most beautiful are: Abu Hassan, Beauty's Blush, Better Times, Birch Red, Blessed Damozel, Burma, Chamouny, Dieppe, Gerry, Gleam, Gratitude, Jeanie, King Arthur, Leading Lady, Little Sweetheart, Orange Gold, Poet's Dream, Red Charm, Red Plush, Sparks, Spic and Span, Starlet, Topflite, Trocadero, Venida, Wedgwood and White Christmas.

Generally speaking European varieties are proving to be inferior to American varieties except for the blues. No one here seems to be able to combine the chromosomes of the blues with much success.

I would be very pleased to secure old copies of the former Colonial Gardens catalogues. I have the 1933, 1939 and 1941 issues. Also I would be happy to get bulbs of some of the older varieties for Kodachrome slides; Baron Hulot, Europa, Peace, Henry Ford, Emile Aubrun, etc.

Wishing you much "Glad"ness,

Carl Fischer



A Gladiolus Corsage



"No-we-tā" is the Indian word meaning Beautiful

ST. CHARLES
MINNESOTA

INSTRUCTIONS FOR ORDERING BULBS

All orders for \$2.00 or over postpaid. Prices in this list are net. All orders must be accompanied by cash in full or 25% cash may be sent with the order and the balance before shipment. All stock is guaranteed true to name, disease-free, and thrip-free. All stock is offered subject to prior sale. If any of our customers are willing to pay the transportation charges on their order, we will see that there are bulbs of a value much larger than the shipping cost added to the order to offset these charges.

Where bulblets are listed by the packet, 50 to 100 or more will be included in each packet. Excellent value guaranteed.

Five bulbs will be sold at one half the price of ten, but no single item will be accepted for less than 20 cents, unless quoted. If no 10 price is stated, it may be found by multiplying the price of a single item by 8.

We earnestly urge you to order as early as possible to avoid disappointment.

EXTRAS

We make it our business to put in with your order extra varieties, usually the newer ones for you to try out. If you like them, there is a good chance your order will include some more next year. You see we can both win.

BULB SIZES

Bulbs are graded into six different sizes. No. 1 size is 1½ in. and up; No. 2, 1¼ in. to 1½ in. with ¼ in. variation down to No. 6 size, which is ½ in. and under. In the retail list where Large, Medium and Small are used, Large will consist of No. 1 and No. 2 sizes, or No. 1 size as long as they last. Medium consists of No. 3 and No. 4 sizes, or No. 3 size as long as they last. Small sizes consist of No. 5 and No. 6 sizes. Early orders will get preference on the size. If you order Medium sizes for instance, and you get part or all No. 4 bulbs or ¾ in. to 1 in., please do not write us that we have given you the wrong size. It's simply because we are out of No. 3 size, and No. 4 bulbs also go as Medium size. Medium bulbs will almost invariably bloom, although not quite as large a spike can be expected as from a large size. Small-size usually will bloom, but not always.

ATTENTION!

All 1945 (or previous) names, who have not sent us an order since '45, will be dropped from our mailing list unless you send us a card, telling us you still want to receive our catalogue.

EXPLANATION

The number just after the name of the variety in the descriptive price list designates the classification number if one desires to enter a variety at a flower show. The classification table is given on page 23. The next word in parenthesis is the name of the originator, followed by the year the variety was introduced. Next comes the blooming time and then the parentage of the variety.

CULTURAL DIRECTIONS

Please refer to last year's catalogue for cultural directions. A sheet of complete cultural directions will be sent with every order.

Descriptive Price List

ABU HASSAN (378) (Konynenberg & Mark) ('46) (Midseason) We cut Abu Hassan in quantity this year, and it was hailed with a cheer by the florists. They have been starved for this color. One or two spikes of this rich inky blue seems to add richness to all the other colors in a mixed bouquet. It completes the color circle. From fours the spikes reached up to under my arm. Vigorous. Should be in every collection. (L 1-20c; 10-\$1.50) (M 1-15c; 10-\$1.00) (S 2-15c; 10-60c) (Blbts. Pkg. 35c)

ALGONQUIN (436) (Palmer) ('39) (Early Midseason) (Picardy x Com. Koehl) A very popular bright scarlet for exhibition and cutting. Opens 8 wide-open blooms on tall straight stems. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

ANNAMAE (400) (Pommert) ('40) (Early) (Open pollinated from Maid of Orleans seedlings). We consider Annamae one of the best early white glads listed. Snowy, crystalline, tall and vigorous. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

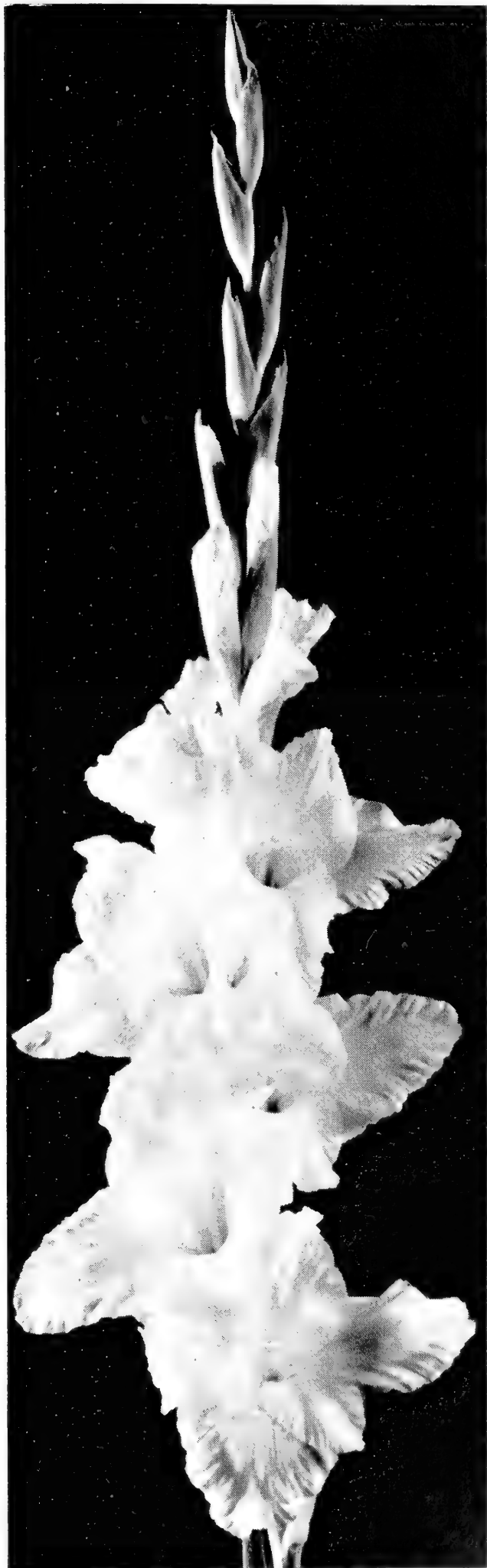
ARETHUSA (416) (Fischer) ('37) (Early) (Brightside x Rosemarie Pfitzer) A headliner in the pastel shades, closest to buff in color value. A large and consistently tall vigorous grower, with an almost unbelievably intense frilling. One of the very earliest to bloom and a very valuable cut flower for that reason. We cut quantities of superb spikes early last summer. A very beautiful gladiolus that should be planted early for best results. One of the best breeders. Sets seed readily. Offering an improved strain. Don't miss Arethusa, one of the best in this list. Arthusa was included in almost every order last year. (L 3-25c; 10-75c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

ASTRID (460) (Jack) ('46) (Midseason) (From Early Rose) A new rose similar to Rose Delight by the same originator. Larger, taller but with more distracting throat lines. We had a couple very fine spikes of this last summer. Rather slow propagator for us so far. (L 1-\$1.50) (M 1-\$1.00) (S 1-75c) (Blbts. 3-25c; 10-60c)

AUTUMN GOLD (412) (Fischer) ('43) (Late) (From Prestgard strain) This richly colored golden yellow is quite a favorite with us. Aptly named. Rather short but can be cut close to the ground without injuring the foliage so that it compares favorably with other varieties. We miss it when it is not in bloom. A favorite with us for makeup work. Medium and small bloom as well as large. Vigorous. (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

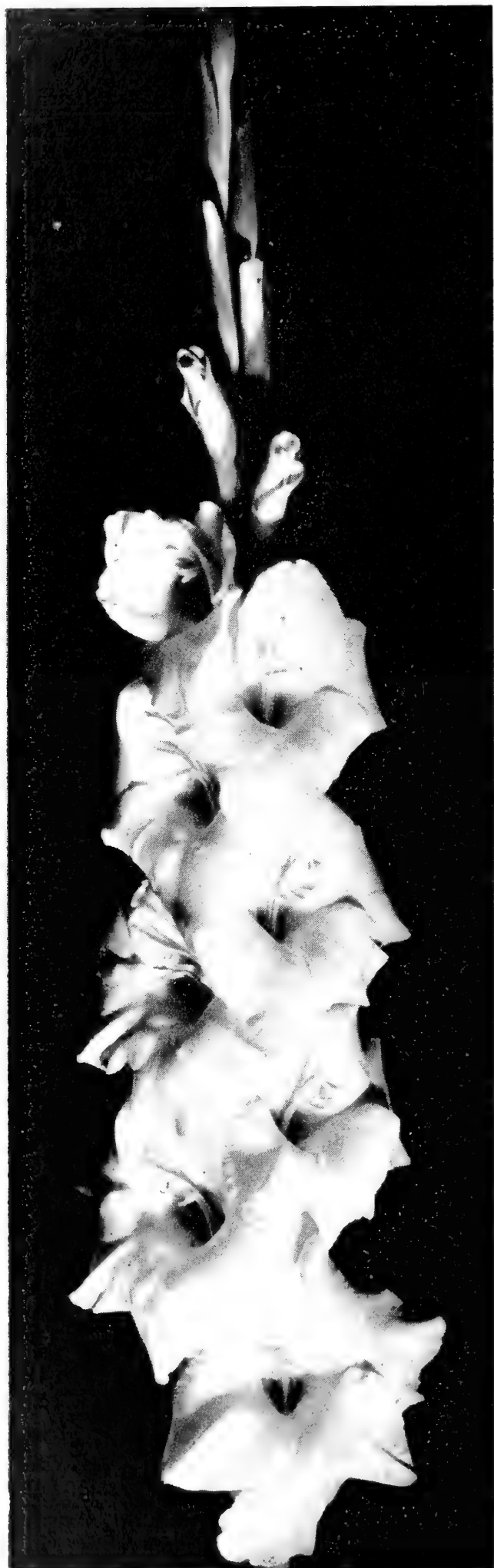
AVALON (440) (Marshall) ('40) (Midseason) (Wm. Cuthbertson x Picardy) A tall pleasing shade of light pink that has been a good cutter. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

BADGER BEAUTY (466) (Krueger) ('41) (Midseason) (Minuet x Bagdad) Badger Beauty has found its way in the gladiolus world as a reliable cut flower. It opens exceptionally well in water. Tall, good color, but severely plain in style. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)



ARETHUSA

"I can imagine the florists grabbing for Autumn Gold whenever they can get it. I don't know of a yellow that impressed me like this one did, the color and form are really outstanding. I hope I get a little more height into it next season. For sheer beauty it cannot be beat."—E. H. Lins, Minn.



BEAUTY'S BLUSH

BEAUTY'S BLUSH (440) (Fischer) ('47) (Mid-season) (Margaret Beaton x Choice Seedlings) In Beauty's Blush we offer an achievement in color, rhythm and style. The name speaks of a cool, soft blushing pink that has lots of sparkle. Tall, stiff, wiry stems reveal the stalwart character of this lovely flower. Seven or eight flat, 5 inch, saucer-like florets are precisely, but neatly arranged on a tall 18 to 20 bud spike. Stands heat well. Beauty's Blush is a robust grower, distinctly disease resistant and precocious, blooming unusually well from small bulbs. Even from large bulbs it produces lots of big bulblets which germinate well. Opens well in water. A best seller last year. All the large and medium bulbs that were left after order filling were a few partly diseased bulbs which should have been thrown away. These bloomed during the hot dry weather and were not characteristic of the blushing beauty at all. The color was pale and washed out. Later when the fives bloomed all the glory and splendor of former years was with us again. It is one of the most delectable, blushing shades in the gladiolus kingdom, like a refreshing summer's shower. Rampant grower as before. (L 1-\$1.50; 10-\$12.00) (M 1-\$1.25; 10-\$10.00) (S 1-\$1.00; 10-\$8.00) (Blbts. 2-25c; 12-\$1.00)

BETTER TIMES (376) (K & M) ('46) (Early Mid-season) Better Times marks an era of "better times" among the blues; one of the "finds" of the year. The silvery pale blue florets are pleasingly poised on long slender flowerheads. The somewhat upright placement of the florets strike a capricious, festive mood which is best caught when the flower is made up into an arrangement. The color is like that of High Life. We had High Life and Better Times blooming side by side last summer. High Life burned badly in the heat while Better Times was cool and crisp. Tall, vigorous, prolific. (L 1-25c; 10-\$2.00)

BIG TOP (541) (Rich) ('42) (Midseason) (Picardy x Truly White) If you like 'em big buy Big Top. It is a huge light pink with a small carmine feather. Produces very tall husky plants with long flowerheads. Spiritless form, Slaty shading in the pink. (L 2-25c; 10-\$1.00) (M 3-25c; 10-70c) (S 10-40c) (Blbts. Pkg. 25c)

BIRCH RED (552) (Rich) ('45) (Midseason-Late) (Picardy X Morocco x Superior) Birch Red gave us one of the most commanding, composed, full, double-row spikes of the year. Six to eight round broad petaled florets were well attached on slender wiry stems. A few more inches of spike length might be desirable but the flower is so rich in superlatives that one is not mindful of a slight defect. The color is vibrant—smooth. Tall, stately, rugged, prolific. One of my favorites. (L 1-\$3.00) (M 1-\$2.00) (S 1-\$1.00) (Blbts. 1-30c; 10-\$2.00)

BLACK DIAMOND (354) (Gelser) ('42) (Early) (Morocco seedling) If you like the dark ones, you will be captivated by the shimmering sheen, rich ebony coloring, and beautiful ruffling of Black Diamond. The three to five florets are pleasingly poised on slender stems of average height. Very popular, but it is difficult to germinate the bulblets. (L 1-25c; 10-\$2.00) (M 10-\$1.50) (S 10-80c) (Blbts. 10-20c; 100-\$1.00)

BLACK OPAL (454) (Errey) ('36) (Midseason) (Morocco x Lucifer) A fine tall deep red with 9 to 10 round florets well placed on tall stretchy flowerheads. The standard dark red. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Pkg. Blbts. 20c)

"Of course Wedgwood is another one. Of all the new ones (about forty) that I tried this summer, I still believe that Wedgwood is the most beautiful in all color classes. I shall have to have more this coming season."—William E. Geer, Conn.

BLESSED DAMOZEL (440) (Baerman) ('44) (Midseason) (New Era x Shirley Temple) A more vigorous edition of New Era that is an alluring shade of shell pink. A color marvel; trimly tailored. Prolific. (L 1-25c; 10-\$2.00) (M 2-30c; 10-\$1.20) (S 10-60c) (Blbts. Pkg. 30c)

BLOOMED SEEDLINGS—From the 10 to 15 thousand seedlings we bloomed this year (each bulb different), we saved about 350 for further trial and selection. Many judges would have saved some we didn't. Many fans were wild about some we didn't save because we thought we had better ones. We are offering these for your perusal. Bulbs from parents such as Rose O' Day, Elizabeth the Queen, White Gold, Van Gold, Red Charm, Black Diamond, King Lear, Arethusia, etc., as well as our choicest seedlings. Each one different. (L 10-\$1.00) (Wholesale 100-\$7.00)

BLUE ADMIRAL (378) (Christ) ('33) (Late) (Muriel x Heavenly Blue) A good inexpensive dark blue that fits the bill for late cutting. Does not appreciate hot dry weather. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

BLUE BEAUTY (376) (Pfitzer) ('36) (Early) The best cheap light blue. A good old reliable. Not as clear colored as Better Times or High Life. (S 10-25c) (Blbts. Pkg. 20c)

BRIGHTSIDE (324) (Prestgard) ('34) (Early) Still one of the best early cut flowers. It is a sprightly, ruffled, bittersweet orange with a large golden throat. Heat resistant. Has been a good breeder. Cheers one up! Helps one to look upon the bright side of things! (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

BURMA (462) (Palmer) ('43) (Midseason) (Premier Henry X King Lear) Burma ranks among the gladiolus greats. Generous broad ruffled florets of rose-red velvet are harmoniously composed on tall substantial stems. A rich, radiant rose heart adds to the beauty of coloring. The loose attachment and crushing of florets while handling wasn't so noticeable this year. Deserves to be in every garden. (L 1-20c; 10-\$1.50) (M 1-15c; 10-\$1.00) (S 4-25c; 10-50c) (Blbts. Pkg. 30c)

CASABLANCA (400) (Majeski) ('44) (Late) Casablanca is the most important ruffled white commercial. Opens 6 to 8 ruffled ivory florets on tall spikes. Tho the foliage was affected by leaf blight we cut some beautiful blooms. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

CENTENNIAL (536) (Fischer) ('42) (Late) (Picardy X Flaming Meteor) We have had some perfectly marvelous spikes of this stalwart saucer-like scarlet giant. Open 5-6 large blooms on a long flowerhead. Centennial blooms much more beautifully when it is planted early and from large bulbs. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

CHAMOUNY (460) (Baerman) ('38) (Midseason) (Red Lory X Picardy) Chamouny is an enchanting cerise-rose with a silvery picotee edge. Intriguing and original. Chamouny sometimes comes short, but with growing conditions to its liking it is tall and imposing. (L 3-25c; 10-80c) (M 10-50c) (S 10-30c) (Blbts. Pkg. 25c)

CHIEF MULTNOMAH (480) (Ellis) ('35) (Midseason) A chocolate smoky enhanced by a red blotch in the throat. One of our favorite smokies. Tall and very vigorous plants produce 4-6 blooms on lengthy spikes. Performed very well during dry weather last summer and the only smoky we grow for the florists. Spikes need to be cut as they come into bloom or they will lop over in the field. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)



DAISY MAE

CHINA MAID (432) (Fischer) ('44) (Midseason) (Picardy X Betty Nuthall seedling) China Maid is a tall, rich, glowing salmon offset by a bright yellow throat. It is one of our best sellers, but needs to propagate faster to be a first-rate commercial. If you tire of Picardy, try China Maid. (L 3-25c; 10-70c) (M 10-40c) (S 10-30c) (Blbts. Pkg. 30c)

COLOR MARVEL (320) (Krueger) ('46) (Early-Midseason) (Picardy X Fata Morgana) X (Diane X Golden Goddess) A blend of orange and gold. Strong grower and propagator. Hasn't been outstanding with us so far. Name flatters it. (L 1-\$2.00) (M 1-\$1.50) (S 1-\$1.00) (Blbts. 10-\$1.00)

COVER GIRL (442) (La Salle) ('40) (Midseason) A very tall medium pink that opens up to ten 5½" florets on long flowerheads. Has been rather plain for us but has been well received elsewhere. Very prolific. (L 1-50c; 10-\$4.00) (M 1-35c; 10-\$2.80) (S 1-20c; 10-\$1.60) (Blbts. 10-35c)

CRINKLE CREAM (410) (Ellis) ('40) (Midseason) A delectable shade of pale yellow that is wonderfully pure. A fancier's favorite that is succeeding as a commercial. This summer it was short and a very slow propagator. (L 1-25c; 10-\$2.00) (M 2-30c; 10-\$1.20) (S 2-20c; 10-80c) (Pkg. 30c)

DAISY MAE (441) (Lins-Ruble) ('45) (Midseason-Late) (Rio Rita X Seedling) Tall husky, prolific Daisy Mae is one of the best glads introduced in recent years. Not a style queen exactly but a glad that can take it and like it. Opens 6 to 8 orangy salmon florets on long flowerheads. We had some mighty fine Daisy Mae during the summer's heat. I am enthusiastic about this stalwart performer. (L 1-\$1.00; 10-\$8.00) (M 1-75c; 10-\$6.00) (S 1-50c; 10-\$4.00) (Blbts. 2-25c; 10-\$1.00)

DIEPPE (452) (Hassall) ('45) (Midseason) A beautiful shade of velvety salmon-scarlet with a slightly deeper throat that has the color appeal of the old, but famed Pfitzer's Triumph. Opens 6 wide open, well arranged florets on good spikes. Seems to be a good grower. Prolific, but the blbts, shatter easily during digging. (L & M 1-50c; 10-\$4.00) (S 1-35c; 10-\$2.80) (Blbts. 5-35c)

DISCOVERY (519) (Baerman) ('43) (Early Midseason) (Arethusa X Carioca) Very tall, heavily ruffled cream to light yellow with a small distinctive red star in the throat. Tall straight stems which open 5 to 6 large florets. Very distinctive and a good commercial. Sensitive to heat and dry weather. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

"From 103 bulbs of Beauty's Blush, I harvested 1½ quarts of bulblets."—C. H. Welch, Ill.

"White Christmas, ah, here we have something. Ruffling is decided. Texture decidedly heavy. Besides 7 open, 6 to 8 buds showed color and 6 to 8 were green. Good stem. Had one spike somewhat misplaced. Tips came out well in water and lasted best part of two weeks. We really do think this is lovely. Mr. Fischer, and would like the privilege of listing it this year. Poet's Dream has unusual heavy texture, a lavender and cream blend, and very fluted. Should be liked by the florists. Not a large floret but well placed with 4 to 5 open. Flowerhead not as long as some but long enough. Really very beautiful and somewhat different."—Glad-A-Way Gardens, Cal.

"614-41 (White Christmas) is the nicest ruffled white I have seen. Wedgwood is the prettiest combination of colors I have seen in glads. Perfect glad for florists—makes a corsage that cannot be topped."

—Bob White, Ia.

DONNA (416) (D. S. Pruitt) ('40) (Midseason) (Wa-aga X Shirley Temple) We have always liked Donna, a ruffled buff with a golden throat. It's a tall husky glad with heavy substance. A greatly improved Wasaga. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

DR. VAN DOBBEN DE BRUYN (500) (de Bruyn) ('46) (Midseason) This tall, husky European introduction is white as monumental alabaster. Performed well from 5's last summer. An improvement in the Pfitzer strain but was a disappointing propagator. (L 1-60c; 10-\$5.00) (Blbts. 3 for 20c; 10-50c)

ELIZABETH THE QUEEN (566) (White) ('41) (Midseason) (Eve X Salbach's Orchid) This variety deserves the popularity thus far received and is destined to be grown for years to come. Beautiful shade of lavender with a darker line. It is intensely ruffled and of fine form. Needs water to do its best. (L 2-25c; 10-\$1.00) (M 10-60c) (S 10-25c) (Blbts. Pkg. 30c)

ETHEL CAVE COLE (440) (Cave) ('41) (Early) (Maid of Orleans X Picardy) A large light pink that makes a fine cutflower as well as an exhibition spike. Strong husky grower that opens 8 to 9 on a long flowerhead. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

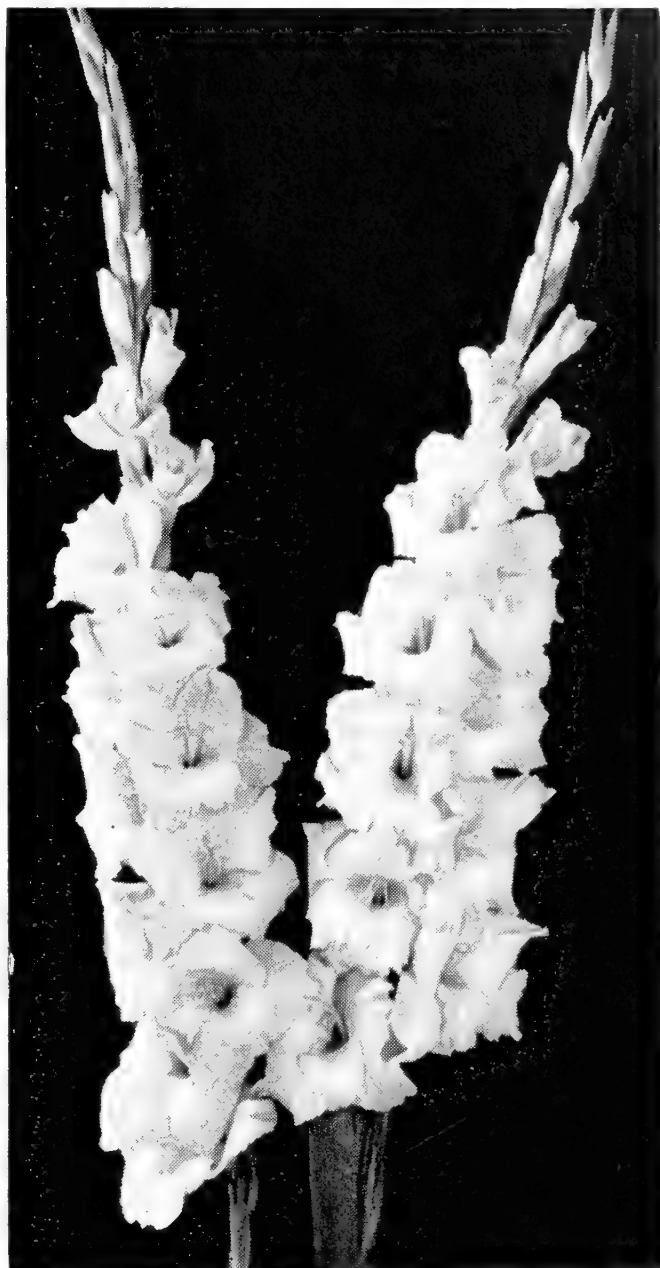
GENERAL MacARTHUR (441) (Hatch) ('43) (Marleen X Picardy) A tall, strong growing light salmon that opens about six 5½" florets. A good early commercial. (L 2-30c; 10-\$1.00) (M 10-70c) (S 10-40c) (Blbts. Pkg. 20c)

GERRY (400) (Hatch) ('46) (Early) (Arethusa X Marleen) Gerry belongs in the society of the most beautiful. The ruffled, trimly tailored florets remind one of crisp white lace. The ruffles are carefully hemstitched. Plant habits are fine except that the attachment is too loose to make a commercial. (L 1-\$2.00; 10-\$16.00) (M 1-\$1.50; 10-\$10.00) (S 1-75c; 10-\$5.00) (Blbts. 1-20c; 10-\$1.20)

GLEAM (410) (Fischer) (Early) ('46) (Early-Midseason) (Autumn Gold X Arethusa) Gleam is the criterion of beauty in style, color and ruffling; its substance is reminiscent of carved ivory. Its unusually lustrous texture is crystalline and waxy, due in part to the remarkable thickness of its petals. It opens 3 to 5, 5-inch florets of a gleaming light yellow on stems of medium height. Attachment is too loose for rough handling and it doesn't open well in water, but in spite of these handicaps Gleam and Spotlight were our mainstays in yellow last summer. Decidedly heat and draught resistant; we cut some perfectly magnificent bunches from planting stock. An honest grower. Ideal for local use. A fancier's favorite. (L 1-60c; 10-\$5.00) (M 1-40c; 10-\$3.00) (S 1-25c; 10-\$2.00) (Blbts. 10-35c; 25-75c)

GOLDENHEART (430) (Fischer) ('40) (Late) (Picardy X Betty Nuthall seedling) A flair of lacy frills and elaborate styling is supported by tall husky spikes. The heavy substance and waxy texture of the petals produce an effect of suave distinctive charm. A rich salmon blends into a glowing golden throat. Unexcelled for late cutting; one of the best we grow. Deserves to be well known. A must have! (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 25c)

GOLDEN STATE (512) (Wheeler) ('42) (Late) (Picardy X Golden Goddess) A tall stately exhibition yellow that is rather plain in form and color, but all in all it gave an excellent account of itself last summer. Has an air of Golden Goddess. A coming commercial here. (L 1-35c; 10-\$3.00) (M 1-25c; 10-\$2.00) (S 2-30c; 10-\$1.00) (Blbts. 12-25c; 100-\$1.50)



SPIC AND SPAN

GOLDSTAUB (Gold Dust) (412) (Pfitzer) ('35) (Early) Fills the bill as an early cutter. Deep golden color. Rugged. Prolific. Severely plain. (L 10-65c) (M 10-35c) (S 10-25c) (Blbts. Pkg. 20c)

GRATITUDE (424) (Fischer) ('46) (Early) (Amrita X Arethusa) A salmon-orange with a sharp yellow throat blotch. Open 5-6, 5½-inch florets on tall, strong, wire-like stems and blooms as well from small bulbs as some varieties do from large. Placement is not always perfect. Growing habits are gratifying. A high order of beauty and a delightful basket flower. I consider Gratitude a sure commercial and one of my best. We had some perfectly magnificent Gratitude last summer with no special care. Up to under my arms from 4's; about 6 inches shorter from 5's. What bunches! One of the very best cutters we had last summer. No crooks; a good dry weather glad. Rugged and makes beautiful bulbs. Prolific, and good germinator but one of the last varieties to come up. (L 1-75c; 10-\$6.00) (M 1-60c; 10-\$4.80) (S 1-50c; 10-\$4.00) (Blbts. 10-50c; 25-\$1.00)

"I want to say that you have introduced one of the finest glads ever originated—Beauty's Blush."—L. M. Blake, Iowa.

"I like 5-43 (Rose Charm) very much. It stands the heat exceptionally well. I was just out looking at it, not a floret is wilted in the hot sun and it is 88° in our living room as I write this letter."—C. H. Welch, Ill.



ELIZABETH THE QUEEN

HAWKEYE RED (450) (Heaton) ('44) (Midseason) (Sport of Vagabond Prince) One of our last year's favorite that was not able to cope with the adversities this year as well as some. Foliage was subject to leaf blight though it grew out of it pretty well. A rich, glowing color and still a good glad. (L 1-15c; 10-\$1.00) (M 10-70c) (S 10-40c) (Blbts. Pkg. 30c)

HEAVENLY WHITE (400) (Moses) ('44) (Early) (Sport of Rosa van Lima) Like its parent except a lively, scintillating white. Believe it is even larger and more robust than Rosa van Lima. Florets have a pink cast as they fade. (L 1-40c; 10-\$3.00) (M 1-30c; 10-\$2.00) (S 1-20c; 10-\$1.50) (Blbts. 10-20c; 100-\$1.00)

HIGH LIFE (476) (K & M) ('46) (Early-Midseason) A new blue that will become very popular. A good grower and a marked advancement in color. Burns in hot weather. (S 1-30c; 10-\$2.50) (Blbts. 10-50c)

INVICTUS (441) (Pacific Bulb Co.) ('42) (Early) (Picardy X Zaberflote) Though classified as a light pink by the North American Gladiolus Committee, Invictus is a blotched white to the florist. Not as refined as Margaret Beaton, it nevertheless fills a definite need as an early cutter. The white suffuses into a vivid pink toward the heart of the flower, climaxed by a large scarlet throat. Tall rugged grower. Recommended. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

JEANIE (430) (Pruitt) ('41) (Midseason) A clear-cut and distinct medium pure pink with a golden throat. Good tall grower. A great cutflower. Everyone loves Jeanie! (L 3-25c; 10-70c) (M 10-40c) (S 10-.25) (Blbts Pkg. 20c)

JOHAN VAN KONYNENBERG (536) (Konynenberg) ('46) (Picardy seedling) (Midseason) This came highly recommended by the originator as the coming red. Has yet to establish that reputation with us. We have not fully tested it as yet. Color was good, a bright orange scarlet. (L 1-\$1.50) (M 1-\$1.00) (S 1-60c) (Blbts 2-25c; 10-\$1.00)

JUNIOR MISS (430) (Canine) ('44) (Midseason) (Picardy X Pfitzer's Triumph) Junior Miss combines stature, beauty and vigor. Reminded me of New Era though not as refined. A full double spike as straight as ram-rods. A good commercial. We had some nice Junior Miss during the summer's heat. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

KENWOOD (452) (Lins) ('43) (Midseason) (Picardy x Pfitzer's Triumph) X Flaming Meteor) Kenwood is a color specialist. Four or five lustrous, round, radiant red florets are precisely poised in a single row on the flowerhead. Broad, round form. Will never win at the shows by those that count the florets, but will be loved by those that can read its message. (L 1-20c; 10-\$1.50) (M 1-15c; 10-\$1.00) (S 1-20c; 10-50c) (Blbts. 15-20c)

KING ARTHUR (466) (Arenius) ('30) (Early) A very distinctive deep toned lavender approaching a light purple shade. This variety possesses unusually heavy lustrous petals which are beautifully ruffled. An old stand-by of ours. An individual floret is mightily like an orchid. (L 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

"I really can go for Beauty's Blush, it was really good for us here. So was Poet's Dream, I really believe it was as good as those you usually grow. Also I must say your seedling 800-41 was the best of all I tried. The one you have named Rose Charm was also fine, of course Wedgwood is still a little darling to me and I sure do go for White Christmas."—Chuck Ruble, Minn.

LADY JANE (406) (Lake) ('41) (Midseason) (Golden Measure x Belinde) X Maid of Orleans x Picardy) A lovely cream with yellow lip petals that is a first class commercial. Opens up to eight medium sized blooms on tall straight stems. Did very well in dry weather last summer. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

LADY LUCK (540) (H. H. Harris) ('44) (Midseason) (Sport of Picardy) Won as best spike Recent Introductions at the Minnesota Show last summer. Lady Luck is a soft light pink with a large cream throat that approximates the shade of the older Lotus. Tall and stretchy, tho we had some short ones which may have been due to the summer's trying weather. (L 1-40c; 10-\$3.00) (M 1-30c; 10-\$2.50) (S 1-20c; 10-\$1.50) (Blbts. 4-25c; 10-50c; 100-\$3.00)

LANTANA (420) (Palmer) (Early) ('43) Picardy X (Premier Henry x Red Seedling) Lantana is a beautiful vivid color of orange-salmon, shading to a golden throat; a flower that has instant color appeal and is a fine performer. Like Autumn Gold, it is short, but its other fine qualities are sure to make it a leading early cut flower variety. Very prolific. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 25c)

LAVENDER AND GOLD (366) (Baerman) ('43) Queen of Bremen X (Sweetheart x Rosemarie Pfitzer) (Very Early) The longer you know Lavender and Gold, the more you appreciate its pastel daintiness. Anyone who likes the medium decoratives will certainly like this one. Open 5-7 frilled, yellow-throated lavender blooms on a tall, wiry, straight stem. Good grower and propagator. Excellent commercial. (L 2-30c; 10-\$1.00) (M 10-50c) (S 10-35c) (Blbts. Pkg. 20c)

LAVENDER PRINCE (466) (La Salle) ('44) (Midseason) (King Arthur Seedling) The personality of Lavender Prince is similar to that of King Arthur of which it is a seedling. It is larger, taller and more husky but not as refined as the older favorite. One of the best lavenders of recent years and a welcome addition to an otherwise weak color. (L 1-30c; 10-\$2.50) (M 1-25c; 10-\$2.00) (S 1-15c; 10-\$1.25) (Blbts. 10-25c; 100-\$2.00)

LEADING LADY (506) (Johnston) ('41) (Midseason) (Sport of Picardy) One of the ten leading glads and deserving of its rank. Fast becoming the leading creamy white. Seven or eight carved ivory florets are neatly arranged on tall, willowy stems. (L 1-25c; 10-\$2.00) (M 2-25c; 10-\$1.00) (S 3-25c; 10-60c) (Blbts. Pkg. 35c)

LEGEND (440) (Fischer) ('40) (Midseason) (Picardy X Maid of Orleans) Broad massive Legend is a regular every year. The large recurved, light pink florets blend to a large white throat. Blooms exceptionally well from small bulbs. An excellent performer in every way except that it does not like the cool weather, just before frost. A best seller. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

LEONA (462) (Pruitt) ('38) (Late) One of the best deep rose reds on the market; tall, straight, and wiry stemmed—qualities which make it a good cutter. Especially adept for late cutting. We had some nice ones just before frost. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

LIPSTICK (441) (Balentine) ('41) (Midseason) (Picardy X Schwaben Girl) If you can't afford Connecticut Yankee try Lipstick. Not as harmoniously composed or as generous in its outline but certainly an excellent propagator. A flush of light pink with a dramatic rosy lip. Intriguing; melodramatic. Excellent doer. (L 1-25c; 10-\$2.00) (M 1-15c; 10-\$1.00) (S 2-20c; 10-80c) (Blbts. 15-25c; 100-\$1.25)

LITTLE SWEETHEART (240) (Fischer) ('48) (Midseason) New introduction—see page 14-16.



GRATITUDE



"I thought your White Christmas last year was the finest thing that we had. It was really a beauty."
—Birdell Hawker, Minn.

LITTLE SWEETHEART
(Fischer) (Sweetheart X Myrna) (73-42)

Little Sweetheart is well named, for it is just that. The three and one-fourth inch florets charmingly poised on fine wiry stems are simply exquisite. Color is a delicate pink blending to a large snowy throat. Waxy texture and an airy ruffling complete a truly ethereal ensemble. For table decorations and wedding bouquets it is unsurpassed. Plant height is about 36 inches. Flowerheads bend forward slightly. Fine grower and propagator.

PRICE

\$2.00 each any size; 12 for \$20.00

1 large, 1 medium, 1 small, 5 bulblets \$6 00

MR. WEALE LIKES OUR ORIGINATIONS

"To sum up, I would say you have a wonderful variety in 'White Christmas'. When this gets to the shows in the future I believe it will be widely

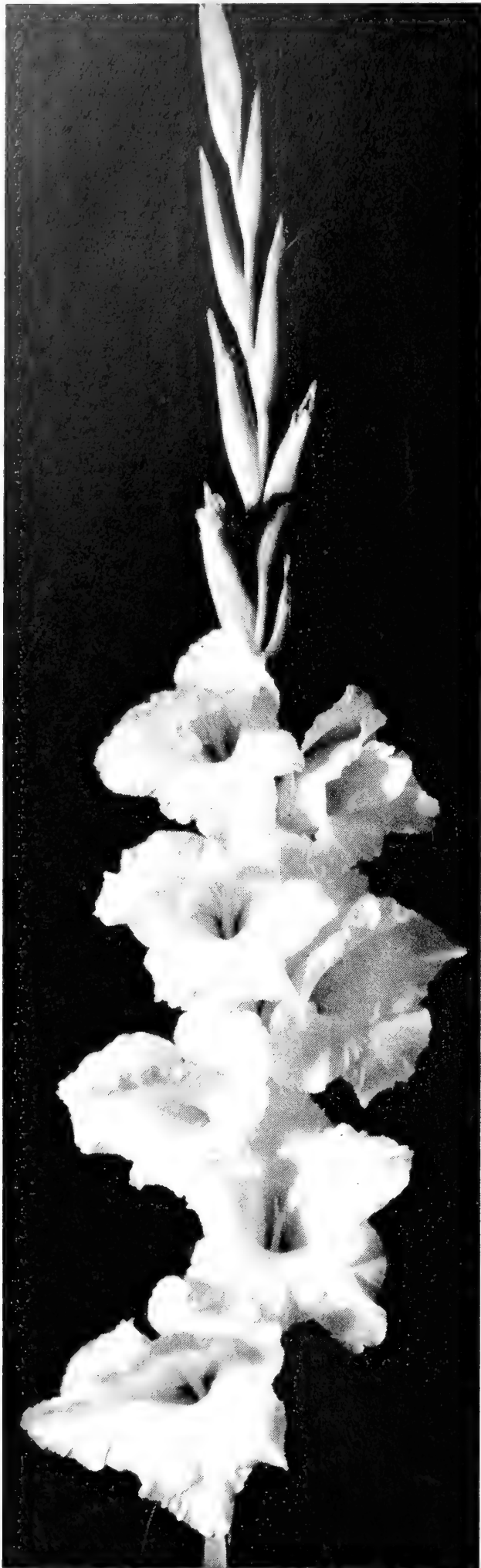
acclaimed as one of the most beautiful varieties in existence. The form, substance and ruffling are superb. I have an individual floret in the refrigerator now that looks more like an orchid than a glad—it would make a beautiful corsage. I am grateful indeed for the opportunity to have grown this most beautiful glad. Gleam has about the most beautiful ruffling I have seen. Arethusa surely imparts its ruffling to its seedlings. Ruffling is one of my ideals in breeding, it adds so much to the beauty of a flower. Gratitude did well too—one of the tallest in the garden; such nice, tall, stretchy spikes."—Kenneth M. Weale, Mass.



Little Sweetheart

Left: A section of our 1947 fields. Note the luxurious growth; this in spite of the dry weather we experienced.





LAVENDER AND GOLD

MARGARET BEATON (401) (Twomey) ('37) (Mid season) A rich milky white with a tiny spark of vermillion deep in the throat. Reminds one of those beautiful white phlox with a pink eye. Spikes are tall and free from crooking. Takes its place in the gladiolus hall of fame. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

MARGARET FULTON (332) (Ogrodnichek) ('32) (Prince of Wales X Golden Measure) (Early) Recommended as one of the best all-around glads. Rich salmon cutflower of distinctive clean-cut form. A good old standby and the most reliable of all varieties. (L 10-65c) (M 10-35c) (S 10-25c) (Blbts. Pkg. 20c)

MARGARET WOOD (570) (Marshall) ('47) (Early Midseason) A very large mauve or light purple, somewhat lighter on the midribs with a slightly deeper touch in the throat. The florets are very broad and full tho somewhat cross-eyed. We were quite impressed with Margaret Wood when along came Sir Blazing Sun. It was as if someone had poured boiling water on it; burned to a crisp! Just a hint of the color remained! Good grower. (L 1-75c; 10-\$6.00) (M 1-60c; 10-\$4.00) (Blbts. 5-25c; 100-\$3.00)

MEMORY OF HINDENBURG (550) (Pfitzer) ('39) (Midseason) A distinctly worthwhile red variety and one we have used a lot for cutting. Beautiful color and fine tall grower. Rather loosely attached. . . . (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

MISS WISCONSIN (460) (Krueger) ('43) (Midseason) (Picardy X Dream O'Beauty) The old timer, E. J. Shaylor, shows up in the color of Miss Wisconsin. Dream O' Beauty is an E. J. Shaylor seedling. A first class exhibition variety that builds an enchanting spike. Slow propagator. (L 1-50c; 10-\$3.50) (M 1-35c; 10-\$2.50) (S 1-20c; 10-\$1.50) (Bulblets 10-40c; 100-\$3.00)

MISTY DAWN (580) (Rich) ('41) (Midseason) (Picardy X Golden Dream) Appropriately named since the brilliant throat blotch reminds one of the sun rising through the mists of a foggy morning. The large soft gray smoky florets are well arranged on substantial spikes. A leading smoky and one that has done well for us. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

MRS. MARK'S MEMORY (570) (Pfitzer) ('41) (Midseason) This tall exhibition sized deep rose or medium purple has done well for us. Distinctively colored. Vigorous. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

MT. INDEX (401) (Dr. Miller) ('42) (Early) (Magna Blanca X Maid of Orleans) Mt. Index is a tall creamy white with a glowing golden throat. A welcome addition to the garden. Rugged, even in the heat. Will be widely grown. Everyday form. (L 1-20c; 10--\$1.50) (M 2-30c; 10-\$1.00) (S 2-20c; 10-80c) (Blbts. 10-20c; 100-\$1.25)

MYRNA FAY (466) (Lines) ('46) (Early) (Colonial Maid X Early Rose) The color of Myrna Fay reminds me of the earth from whence it sprang or turbid waters after a heavy shower. A tall, rugged, prolific lavender. (L 1-\$2.00) (M 1-\$1.50) (S 1-\$1.00) (Blbts. 5-25c; 100-\$2.50)

NEW EUROPE (436) (European) ('47) (Late) When New Europe first bloomed it reminded me of the New Europe after the war; torn and tattered. The sun was causing it to hang its head in deadly shame; maybe they would give up the ghost and drop off! Later, some of this Valeria-colored glad was cut and put in the basement. Surprise! Transformation! What glad was that? I hurried to look—New Europe! The pithy stems had been filled with water and it had taken on a new personality. Color and texture of the old Pfitzer's Triumph. Can be just wonderful. Recommended for local use. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

ORANGE GOLD (422) (Marshall) ('45) (Early Midseason) Well named! A color marvel in gleaming golden orange. Wins instant attention in the florist's show case. A tall husky orange that will go all the way as a commercial. Opens 3 to 6 large wide-open florets in a single row on a spike of about 16 buds. Prolific. (L 1-75c; 10-\$5.00) (M 1-50c; 10-\$4.00) (S 1-35c; 10-\$2.50) (Blbts. 5-35c; 25-\$1.25)

ORIENTAL PEARL (506) (Carlson) ('46) (Mid-season) A giant cream that is fine for milk-bottle artistry! Languid in form and meaningless in message. Good grower. (L 1-\$2.00) (M 1-\$1.50) (S 1-\$1.00) (Blbts. 1-25c; 10-\$2.00; 10-\$16.00)

PANDORA (342) (B. Palmer) ('40) (Midseason) (Paul Pfitzer x H. Kansleiter) X Picardy. A likeness of Picardy but with fine growing habits. Beautiful shade of soft light pink that is winsome. Excellent cutting variety. (L 2-30c; 10-\$1.00) (M 10-60c) (S 10-35c) (Blbts. Pkg. 25c)

PAUL REUBENS (470) (Salmon) ('46) (Midseason) A new purple from Europe that is in the cellar for us though with but one season's performance. Poor color, bad placement, and rather weak. A litre of bulblets was purchased and but very few grew. Vulcan is far superior. (L 1-15c; 10-\$1.00) (Blbts. Pkg. 30c)

PAUL REVERE (462) (Baerman) ('44) (Picardy X Red Pirate (Early Midseason) A glossy, velvety rose red that is wonderfully rich and unusual in color. Opens 4 or 5 blooms on fairly tall spikes but with rather short flowerheads. Good grower, medium decorative in size, and informal in arrangement. Truly a color marvel. Way down in price this year as we have a large stock. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20)

POET'S DREAM (366) (Fischer) (Baerman) ('46) (Gloaming X Shirley Temple) (Midseason) In Poet's Dream we have a contender for the most beautiful lavender. Its 4½-inch florets are handsomely ruffled, heavy textured, round in shape, and precisely set on tall, strong stems. The clear light lavender blends to a clean, creamy throat. Flowerheads are a bit short and the florets lose their color as they bloom toward the tip. Can easily be grown to 400 size. Ideal for makeup work; we have had some floral pieces that were Poet's Dream's indeed. An excellent grower every way. Does much better than Elizabeth the Queen for us. I am very fond of Poet's Dream. (L 1-60c; 10-\$5.00) (M 1-40c; 10-\$3.00) (S 1-25c; 10-\$1.50) (Blbts. 5-25c; 25-75c)

PURPLE SUPREME (470) (Wilson) ('42) (Chas. Dickens X Paul Pfitzer) (Early Midseason) A tall clear purple that has been winning its way into the commercial field. An excellent basket flower because of its long flowerheads. Beautiful color. Color peeled during wet weather. (L 2-30c; 10-\$1.00) (M 10-50c) (S 10-35c) (Blbts. Pkg. 30c)

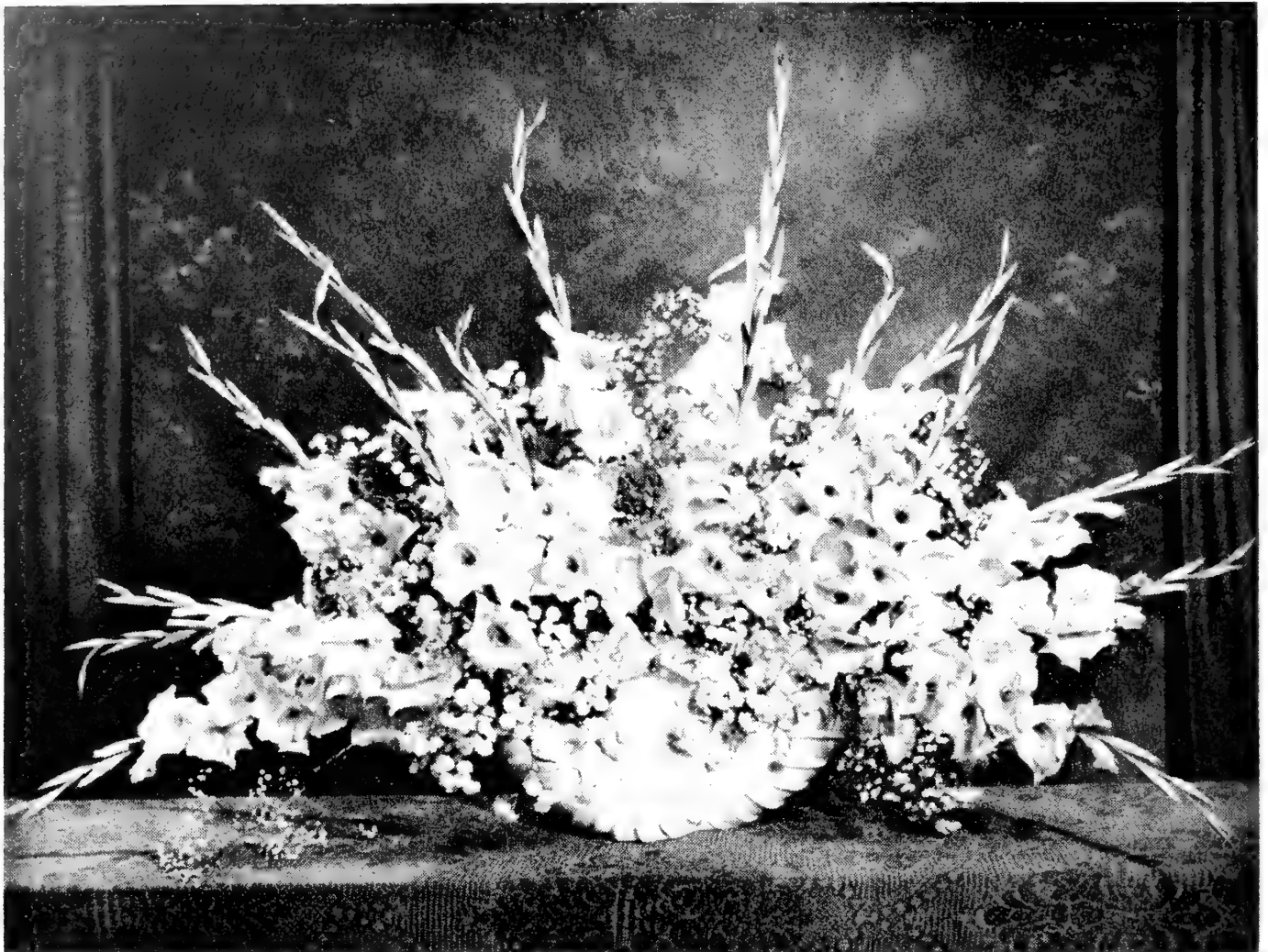
RAVEL (377) (K & M) ('46) (Midseason) A new dark blue from Europe with a reddish brown throat. Looks promising. Healthy grower. (S 1-40c; 10-\$3.50) (Blbts. 4-25c)

RED CHARM (452) (Butt) ('39) (Early Midseason) (Com. Koehl X Picardy) A charm of red, indeed, and a very important variety. Opens a generous number of bright, round, well placed florets on tall, willowy spikes. Destines to be a must-have in every one's garden. I am partial to Red Charm. King of the reds! (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 25c)



LAVENDER PRINCE

"Receiving the small order that I sent you was a thrilling surprise. Thank you, most sincerely. You have contributed a great deal to our lovely glad garden; we are both very grateful and shall recommend you at every opportunity."—Mrs. John A. Swanson, Montana.



LAVENDER AND GOLD



DISCOVERY (From a Small Bulb)

RED PLUSH (536) (Baerman) ('43) (Early) (Picardy X Flaming Meteor) It gives me great pleasure to offer this grand scarlet to my customers. It was a great favorite of mine when I grew it as a seedling. The crisp, broad, generous florets are like rich red plush. A model in sculptured wax. Red Plush and Red Rascal are the most beautiful ruffled red glads I have seen. A critic's fancy, Recommended for local use as the florets are not rigidly attached. Average propagator; healthy grower. (M 2-25c; 10-\$1.00 (S 3-25c; 10-60c) (Blbts. Pkg. 30c)

RITA MAE (450) (Pommert) ('47) (Midseason) (Com. Koehl seedling) Rita Mae is a tall light scarlet that builds an imposing spike. Should win at the shows. Excellent field performance should make it a leading commercial. (L 1-\$1.00; 10-\$8.00) (S 1-50c; 10-\$4.00) (Blbts 2-25c; 10-\$1.00)

ROBINSON CRUSOE (490) (E. H. Lins) ('44) (Midseason) (Tunias Triumph X Picardy) The climax of the unusual and the unexpected in rich orange chocolate marbeling. A striking novelty but a rather poor performer during the summer's heat. Needs water. (L 1-50c; 10-\$4.00) (S 1-25c; 10-\$2.00) (Blbts. 10-25c)

ROSA VAN LIMA (440) (Pfitzer) ('40) (Early Midseason) An extra fine commercial light pink. Very uniform and dependable in habits. Excellent grower. Beautiful color. Probably the number one commercial in our fields. (L 10-65c) (M 10-35c) (S 10-25c) (Blbts. Pkg. 20c)

ROSE CHARM (360) (Fischer) ('48) (Early) Lavender and Gold X (Maid of Orleans x Picardy) See page 2-3.

ROSE DELIGHT (462)(Jack)('39)(Early)(E. Rose X Picardy) A beautiful medium rose that has all the qualifications of a good commercial. Slender, stiff wiry stems. We plant a generous amount of this for early cutting. (L 3-25c; 10-70c) (M 10-40c) (S 10-.35) (Blbts. Pkg. 20c)

ROSE GEM (362) (Fischer) (Early) ('45) (Incense x Sweetheart) X Lavender and Gold) Three to five waxy, distinctly blotched 3½-inch florets are gracefully arranged on slender stems. A refreshing medium rose with a large sharp cream blotch. A vigorous grower and a runaway propagator. Burns in hot weather. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

ROSE O' DAY (560) (Fischer) ('44) (Early Mid-season) (Rosemarie Pfitzer X Dream O' Beauty) Rose O'Day is distinctive in color, massive in size, and robust in growth. It opens ten large rose florets in a formal double row arrangement on tall arrow-like spikes. Plants are especially robust and make excellent growth from bulblets. We had a profusion of nice spikes of this unusual colored glad last summer. (L 1-50c; 10-\$4.00) (M 1-35c; 10-\$2.80) (S 1-25c; 10-\$2.00) (Blbts. 10-25c; 100-\$2.00)

ROSY MORN (442) (Riley) ('40) (Early-Mid-season) (Mammoth White X Serenade) Rosy Morn, a shimmering clear coral pink with a large white throat, won a place as a cut-flower in our gardens last summer. Did well under adverse conditions. Unusually round in form. Brilliant color. Similar to Beacon. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts Pkg. 20c)

"We find Autumn Gold and Gratitude carrying along nicely as in the past."—E. A. Lins, Wis.



ROBINSON CRUSOE
(Courtesy Charles Ruble)



TROCADERO



LEADING LADY

RUFFLED BEAUTY (410) (Prestgard) ('36) (Mid-season) Light yellow of unusual personality and ruffling. Opens several blooms on a medium length stem. Lovely for floral pieces. A leading cut-flower yellow during midseason. Slightly mixed with Bagdad. (M 10-35c) (S 10-25c) (Bibts. Pkg. 20c)

SALMAN'S GLORY (507) (Salman) ('47) (Early Midseason) This creamy white with a small red blotch gave a pretty fair account of itself in our garden. One of the best from Europe. Not party-dressed but may win in the long run on performance. (L 1-25c; 10-\$2.00) (Bibf. 15-25c; 10-\$1.50)

SEEDLINGS, MIXED (Bloomed) It is necessary to grow a large number of seedlings in order to find one that meets all the qualifications of a new introduction. Hundreds are tried, one is named. This mixture is composed of seedlings that are mighty fine but not world beaters. If you are looking for something different you'll surely get it here. (L 10-50c) (M 10-25c) (S 25-25c) (Bibts. ½ pt. 35c) Priced wholesale also.

SEEDLINGS (Unbloomed) Again we saved the bulblets from our unbloomed seedlings and planted them. They came from such parents as Rose O' Day, Elizabeth the Queen, Red Charm, Legend, King Lear, White Gold, Melrose, Athlone, etc., as well as choice seedlings. Bulblets were from the lot from which we made our 1947 selections.—These unbloomed seedlings were enthusiastically received last year. For your enjoyment: Sizes 5's and 6's. Mixed sizes. (10-50c; 100-\$3.50)

SILVER WINGS (500) (Ritsima) ('44) (Midseason) (Sport of Picardy) Another creamy sport of Picardy that is supposed to be an improvement over Leading Lady. They are very similar. Probably a little whiter with heavier substance. Didn't do so well in last summer's heat. A year ago, one of the very best. (L 1-75c; 10-\$6.00) (M 1-50c; 10-\$4.00) (S 1-35c; 10-\$2.50) (Bibts. 10-50c)

SNOW PRINCESS (400) (Pfitzer) ('39) (Early) A creamy white with five or six 5-inch blooms open at a time. Tall straight spikes. Very reliable. An excellent bulb maker. Small or even medium bulbs planted late tend to go to bulb rather than to flower. Plant small sizes early for cutting. Very prolific. Our leading commercial white. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Bibts. Pkg. 20c)

SPIC AND SPAN (432) (Carlson) ('46) (Midseason) (Picardy X New Era) My first choice of all the new glads I saw last summer. The spikes featured on page 11 are a sample of the lavish beauty it displayed for us during the summer's heat. Tall, heat-resistant, prolific. Seldom will we list a glad above \$2.00 but Spic and Span is an exception. Opens 10 beautifully ruffled deep pink florets on a 20-bud spike. (L 1-\$3.50) (M 1-\$3.00) (S 1-\$2.50) (Bibts. 1-35c; 10-\$2.80)

SPOTLIGHT (Yellow) (410) (Palmer) ('44) (Early) (Picardy X Yellow Seedling which was derived from Jonquil, Dawson, Golden Dream and Orange Queen) Clear medium yellow with a trickle of scarlet deep in the throat. Florets are large, round and full. Not a form glad exactly. Propagates like mad. Did well in the summer's heat and cuts well from small bulbs. The No. 1 yellow of today; tremendously popular. (L 1-40c; 10-\$3.00) (M 1-35c; 10-\$2.50) (S 1-20c; 10-\$1.60) (Bibts. 8-25c; 100-\$2.50)

"White Christmas was wonderful this season, straight and tall and intensely ruffled which adds to its grandeur, a gladiolus that everyone should have in his or her garden. "Gleam, Gratitude and Poet's Dream all performed very nicely. You have one better than Gratitude. I liked them all."—F. H. Graff, Ill.

STARLET (200) (Baerman) ('44) (Early) (Zona x Baby Decorah) X Queen of Bremen) Starlet is a flower from fairyland! Three to five crisp, airy, immaculate white butterflies are gracefully poised on tall thin, wiry stems. A bouquet of Starlet looks like a cluster of fluttering butterflies. Individual blooms measure about 3". Starlet and Little Sweetheart are the only 200 size group glads of quality that I have seen. Starlet is startling in arrangements. Vigorous and prolific. (L 1-25c; 10-\$2.00) (M 2-30c; 10-\$1.20) (S 2-20c; 10-80c) (Blbts. Pkg. 35c)

STOPLIGHT (Red) (452) (Lins) ('42) (Midseason) (Picardy X Seedling) A stopper indeed! Has a rich, silky luster, a brilliant color, and tall handsome spikes, but the prettily ruffled florets are a trifle small and far apart. Notwithstanding, it is an excellent variety. Stoplight is one of the most prolific glads grown. Performed unusually well for us last summer. Vigorous. One of the best from the brush of the able hybridizer, E. H. Lins. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

SUNLIGHT (416) (Spiller) ('46) (Midseason) (Margaret Fulton X Hercules) The outer portion of the slightly ruffled blooms of Sunlight is a delicate rose-pink which shades to a pure golden center, the whole giving the effect of brilliant light orange. The first important variety derived from Margaret Fulton from which it inherits its good growing qualities. (L 1-\$2.00) (M 1-\$1.50) (S 1-\$1.00) (Blbts. 1-25c; 10-\$2.00)

SURFSIDE (400) (Winsor) ('39) (Midseason) (Picardy X Burwood Gem) Tall ruffled white with slight pencil markings in throat. This vigorous grower was one of our favorite commercial whites this year. Blooms freely from small sizes. Strongly recommended for commercial and exhibition use. (L 10-70) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

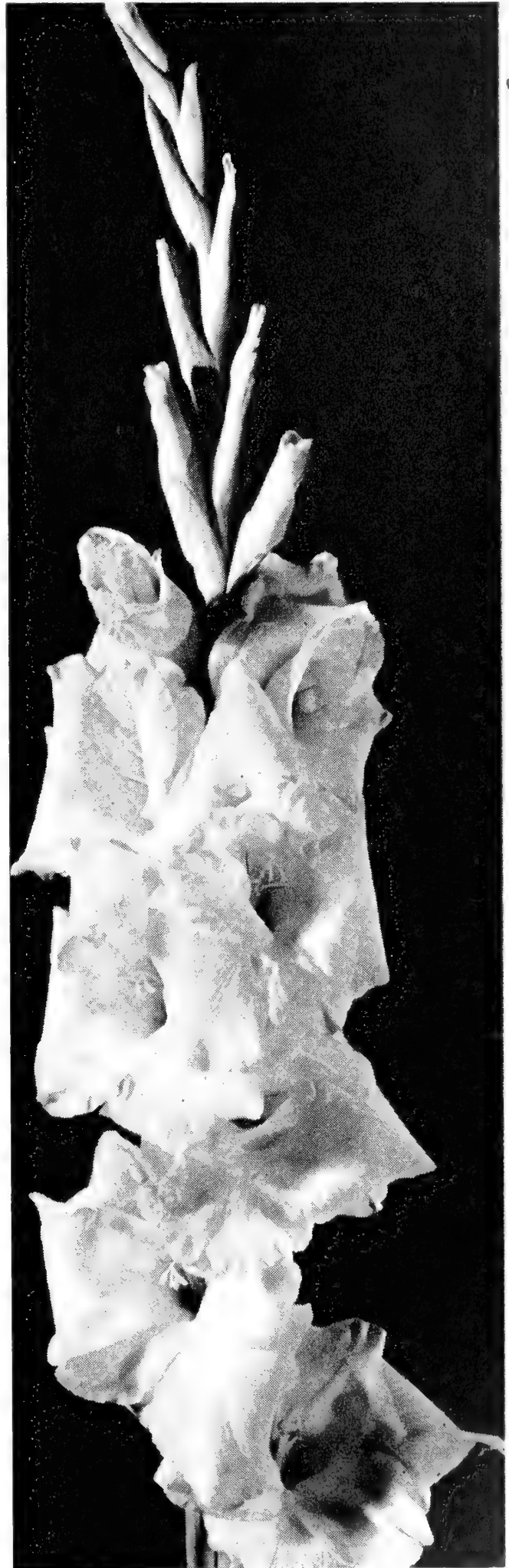
SUSQUEHANNA (416) (Herridge) ('43) (Midseason) (Heritage X Picardy) Clear peach buff with creamy throat. Opens 6-8 five-inch florets on tall straight stems. A good outflower. Recommended. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

SWEETHEART (340) (Prestgard) ('33) (Early) Waxy frilled pure pink blending to a large snow-white throat. Extremely early. Exquisitely fresh colored. Need lots of water. (S 10-25c) (Blbts. Pkg. 20c)

TROCADERO (422) (Lins) ('46) (Midseason) (Picardy x Aflame) X Pfitzer's Triumph) Trocadero is a paler Pfitzer's Triumph which was a color marvel in its day. It is a rich salmon-orange or approximately the color of a carrot. Unusual. Propagates well. One of E. H. Lins' best. (L 1-\$1.50) (M 1-\$1.25) (S 1-75c; 10-\$6.00) (Blbts. 2-35c; 10-\$1.50)

VALERIA (436) (D. S. Pruitt) ('38) (Early-Midseason) (Erica Morini X Dr. Bennett) Valeria is a salmon-scarlet that opens 5-7 slightly ruffled blooms on tall stems. Opens well in water because of its coarse pithy stems. The leading outflower scarlet. Heat resistant. In heavy demand. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

VANGOLD (312) ('40) (Van Voorhis) (Early) (Yellow Seedling X Mrs. A. E. Hammill) A tall, deep, golden, yellow that has been winning its way. For some reason, it just hasn't performed for us. (L 1-25c; 10-\$2.00) (M 1-20c; 10-\$1.50) (S 2-25c; 10-\$1.00) (Blbts. 10-35c; 10-\$2.00)



LEGEND

"I think your catalogue is the best yet. It gives you the real valuation of all glads, new and old ones, and is an invaluable help to all growers of glads. Most catalogues list all varieties as very good. Your catalogue gives one the real lowdown on all varieties and therefore one can buy with confidence."—Hillside Dahlia Farms, Pa.



POET'S DREAM

VARIATION (340) (Krueger) ('41) (Early Mid-season) (Glen X Heritage) Variation proved to be a first class commercial during last summer's dry weather. It presents a ribbon of cool, light pink that opens unusually well in water. Very plain; tall. Excellent cutter. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

VENIDA (460) (Milo) ('47) (Midseason) (Mauve Magic x Minuet) X Minuet) Jim Milo scores a home-run with Venida! Our summer's heat did not seem to affect it a bit. Beautiful in color; impressive in spike. It is an ethereal light rose with a sharp cream throat. Clean cut; sharply defined in character. Tall, vigorous, prolific. A dream come true! (L 1-\$4.00) (M 1-\$3.00) (S 1-\$2.00) (Blbts. 1-50c; 10-\$4.00)

VULCAN (470) (Stevens) ('42) (Midseason) Arabella X (Purple Challenge x Marmorata) A beautiful shade of magenta that opens about five on tall straight plants. A little short in the flower-head. Does well with us. Good cutter. (L 1-15c; 10-\$1.00) (M 10-70c) (S 10-35c) (Blbts. Pkg. 30c)

WANDA (406) (L. H. Snyder) ('41) (Midseason) Sport of Picardy. The most rugged of all the Picardy sports but not too clean in color. Good for late cutting. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

WEDGWOOD (366) (Fischer) ('47) (Early) (Lavender and Gold X Seedling) Wedgwood speaks a silent message of grace, purity and refinement. Five sculptured florets come well attached and precisely arranged on slender well proportioned spikes. This waxy ruffled lavender gem does not depend upon size for allurements. It is a color marvel—a rich live blue-lavender with cream throat. Exceptionally healthy, a good propagator, and a sure commercial. Often our first choice for make-up work. Has won a blue ribbon each time entered in the corsage arrangements at the shows. Named for the delicacy and refinement of Wedgwood pottery. We misspelled the name last year (Wedwood). Wedgwood has many friends. \$1.50 each any size, 12 for \$15.00. No bulblets.

WHITE CHRISTMAS (500) (Fischer) ('48) (Early Midseason) Myrna X (Maid of Orleans x White Ribbon) New introduction, see pages 1-2.

WHITE GOLD (506) (Scheer) ('41) (Midseason) (Picardy Seedling) Tall, vigorous cream with 4-6" massive blooms on a straight stem. Has received much popularity since its introduction. Excellent growing habits. Not so fond of it myself. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

YELLOW PARADISE (410) (Canine) ('43) (Mid-season) Sport of Paradise. A clear light yellow that we have been carrying to supplement the weak yellow class. Plain in form but cuts well. (L 3-25c; 10-70c) (M 10-40c) (S 10-25c) (Blbts. Pkg. 20c)

SUPER COLLECTION

Daisy Mae
 Heavenly White
 Lavender Prince
 Margaret Wood
 Orange Gold
 Myrna Fay
 Robinson Crusoe
 Rita Mae
 Silver Wings
 Spotlight

1 large of each of the above—\$10.00 value
 for \$5.00

"I'm glad to see you standing for beauty instead of for size alone. I'm with you on that. It nearly breaks my heart to be limited to one Wedgwood. You may add my name to the list of those who have praised this variety."—Lee M. Fairchild, N. Y.

CLASSIFICATION NOTE

The number after the name of the variety denotes the classification number as they are classified in our gladiolus shows at the present time. They are classified in five sizes as follows:

Miniature Glads100—Florets under 2½"
 Small Glads200—2½" through 3¼"
 Medium Glads300—3¼" through 4¾"
 Large Glads400—4½" through 5¾"
 Giant Glads.....500—5½" or larger

For instance, turn to page 7, Abu Hassan, whose number is 378, is the first variety described. The 300 means it has a floret size from 3¼" through 4¾" and the 78 designates it a deep violet. Hence the numbers right after the name tell the story of the size and color of the individual floret as grown under field conditions from large bulbs.

COLOR CLASSES

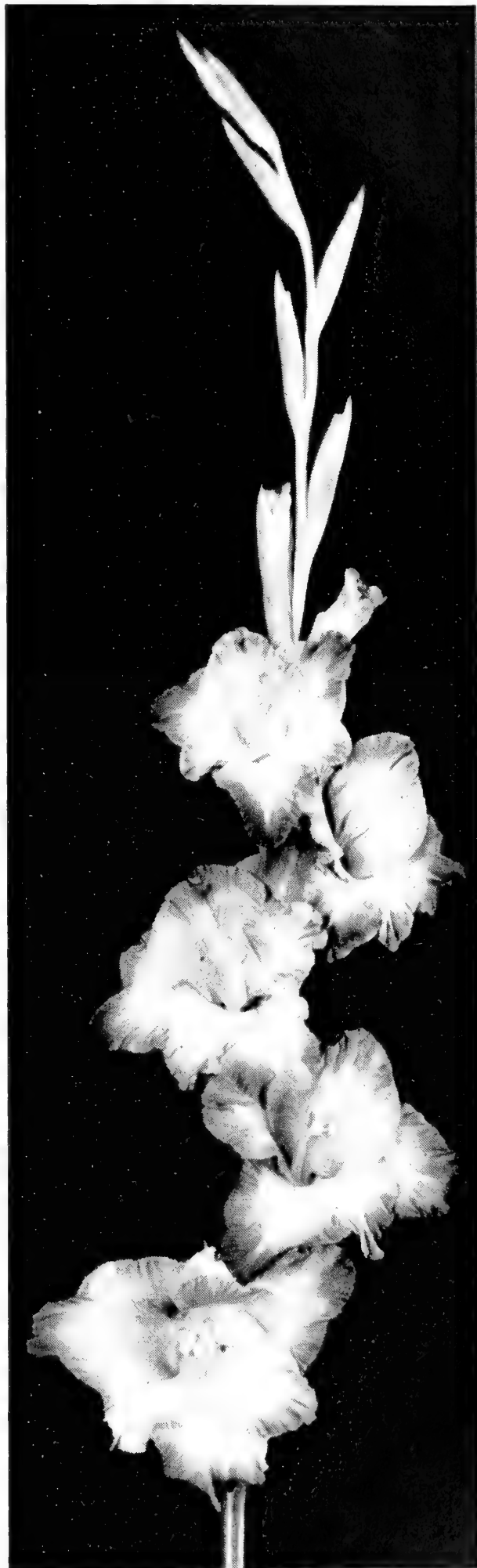
Class	
00 White	00 without conspicuous marking
White	01 with conspicuous marking
Cream	06
10 Yellow	10 (Light)
Yellow	12 (Deep)
Buff	16
20 Orange	20 (Light)
Orange	22 (Deep)
Orange	24 (Red Orange)
30 Salmon	30 (Light)
Salmon	32 (Deep)
Scarlet	36
40 Pink	40 (Light) without markings
Pink	41 (Light) with c. markings
Pink	42 (Deep)
50 Red	50 (Light)
Red	52 (Deep)
Red	54 (Black)
60 Rose	60 (Light)
Rose	62 (Deep)
Lavender	66
70 Purple	70
Violet	76 (Light)
Violet	78 (Deep)
80 Smoky shades	
Smoky	82 (Orange Smoky)
Smoky	83 (Salmon Smoky)
Smoky	84 (Pink Smoky)
Smoky	85 (Red Smoky)
Smoky	86 (Lavender Smoky)
90 Any other color.	

A TESTIMONIAL . . .

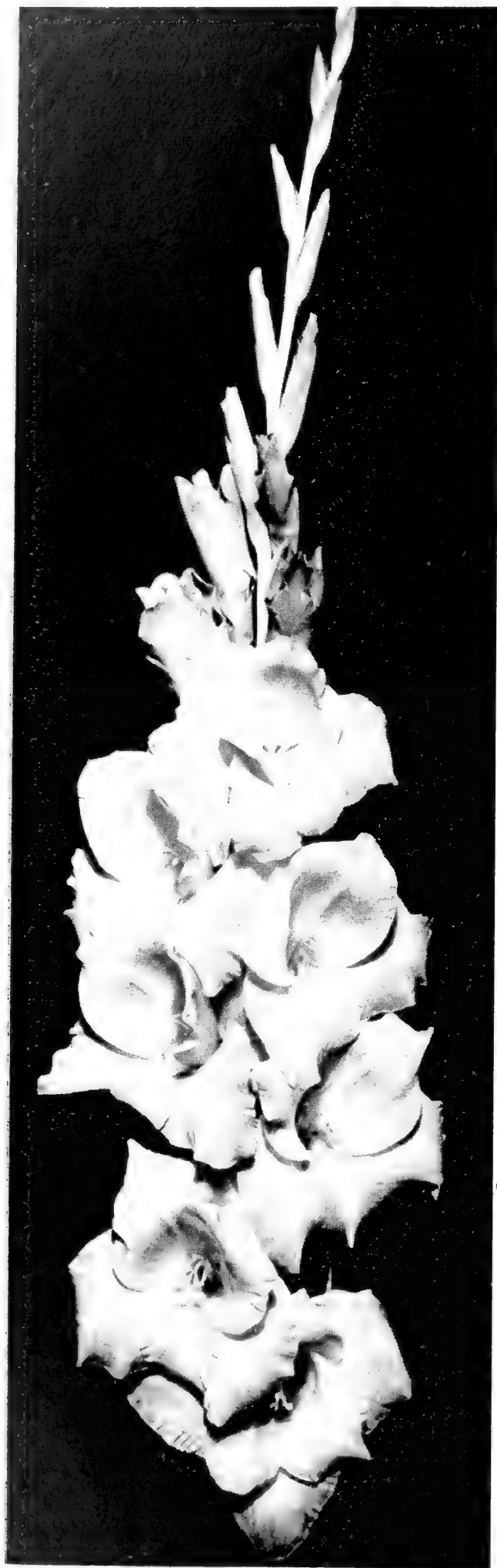
(Continued from page 3)

rosy bloom simply seem to flame out of the base of the basket, making graceful, artistic and sprightly basket arrangements a "natural" with this glad. I could not help notice when you were photographing a basket of this variety at one of the shows, that viewed from a distance, it looked like a basket of roses, the color resembling Chamouny or Rose O' Day in its carrying power. When I somewhat facetiously suggested that you name it "1948 Rose" I had in mind the long life that 1910 Rose had as a cutflower, and felt that this glad might well have the same commercial longevity.

"I visited a member of important glad gardens the past summer and can truly say that among the prospective 1948 offerings which I saw, the above from Noweta Gardens rate most favorably."—Name withheld by request.



ROSE GEM



RITA MAE

VARIETIES BY COLOR

DARK RED

Black Diamond, Black Opal.

RED

Birch Red, Kenwood, Memory of Hindenberg, Red Charm, Stoptlight.

SCARLET

Algonquin, Centennial, Dieppe, Hawkeye Red, Johan van Konynenberg, New Europe, Red Plush, Rita Mae, Trocadero, Valeria.

ORANGE

Brightside, Color Marvel, Daisy Mae, Gratitude, Lantana, Orange Gold, Sunlight.

YELLOW

Autumn Gold, Crinkle Cream, Discovery, Gleam, Goldenstate, Goldstaub, Ruffled Beauty, Spotlight, Vangold, Yellow Paradise.

CREAM AND BUFF

Arethusa, Lady Jane, Leading Lady, Oriental Pearl, Salman's Glory, Susquehanna, Wanda, White Gold.

WHITE

Annamae, Casablanca, Dr. van Dobben de Bruyn, Gerry, Heavenly White, Margaret Beaton, Mt. Index, Silver Wings, Snow Princess, Starlet, Surfside, White Christmas.

PINK

Avalon, Beauty's Blush, Big Top, Blessed Damozel, Cover Girl, Ethel Cave Cole, Invictus, Jeanie, Junior Miss, Lady Luck, Legend, Lipstick, Little Sweetheart, Pandora, Rosa van Lima, Rosy Morn, Spic and Span, Sweetheart, Variation.

SALMON

China Maid, Donna, Gen. MacArthur, Goldenheart, Margaret Fulton.

ROSE

Astrid, Chamouny, Miss Wisconsin, Rose Charm, Rose Delight, Rose Gem, Rose O'Day, Venida.

ROSE-RED

Burma, Leona, Paul Revere.

LAVENDER

Badger Beauty, Elizabeth the Queen, King Arthur, Lavender and Gold, Lavender Prince, Myrna Fay, Poet's Dream, Wedgwood.

PURPLE

Margaret Wood, Mrs. Mark's Memory, Paul Reubens, Purple Supreme, Vulcan.

LIGHT BLUE

Better Times, Blue Beauty, High Life.

DARK BLUE

Abu Hassan, Blue Armiral, Ravel.

SMOKY

Chief Multnomach, Misty Dawn, Robinson Crusoe.

"The Gleam and Gratitude you sent as extras were grand and I am plugging them to everyone. Poet's Dream was swell, the bulblets even blooming."—John T. Bayless, Wis.

"I've read every page of your catalog and believe it the best yet from the standpoint of frankness and general guidance to the amateur grower."—Roland Abraham, Minn.

"I had some very fine blooms from the few bulbs of Gratitude, Poet's Dream and Beauty's Blush. I was very much pleased with Wedgwood had two beautiful spikes of it."—C. H. Sommer, Minn.

What I saw of White Christmas at your place last summer makes me feel that it should be a good one. I want to obtain a small stock of it, enough to catalogue it next year.—Geo. W. Lasch, Ind.

KODACHROME SLIDES

Offering the rental of 104 2"x2" kodachrome slides and a hand viewer for only \$3.00. You may keep the set two days and then it must be returned. Orders filled in rotation. Garden Clubs and Gladiolus Societies may obtain the set by appointment for a certain date for \$5.00. Please return the set promptly.

Lecture furnished with the set. The set contains 9 slides of Cherry Blossom time in Washington, D. C., view of New York City from Empire State Bldg., 3 slides of Noweta Gardens' vases, 7 shots of White Christmas, 3 of Wedgwood, view from plane, 6 of Noweta Gardens' seedlings. Orange Gold, 19 scenes, 3 of Poet's Dream, a basket of Leading Lady, clematis, Rose O'Day, lythrum and Regal lilies, Hopa Crab, rhododendron, Misty Dawn, Testacium lilies, 2 slides of Little Sweetheart, Red bud, 2 views of Rose Charm, dahlia (Clara Hook), Snow Flurry, 2 views of Better Times, 2 mixed baskets of glads, basket of Rose O'Day, Orange Gold and Sunlight, Spic and Span, 2 florets of Margaret Beaton, 2 pictures of Abu Hassan, Red Plush, Wings of Song, Elizabeth the Queen, a row of Stoplight. Canterbury bells bergamont, zinnias and annual phlox, a hard maple tree in blossoms, Fischer's lilac hedge, catalpa, Fischer's flower bed, Carl F. and a friend cutting a giant red cedar in Oregon, hawthorn, single peonies, Shirely poppies, pansies, peonies, Chamouny, butterfly on dahlia, 2 florets of Leading Lady, cutting flowers for market, Surfside, Burma, Margaret Beaton, Vulcan, Phantom Beauty, Red Charm, Susquehanna, White Gold, bee on dahlia, baskets of Better Times, Abu Hassan and Poet's Dream, oak catkins, Magnolia Soulangiana, and one of yours truly, Carl Fischer. Some very pleasant entertainment is promised, or your money back!

RANDOM FIELD NOTES

Arethusa, Beauty's Blush, Big Top, Birch Red, Daisy Mae, Gleam, Gratitude, Heavenly White, Invictus, Lady Jane, Leading Lady, Legend, Poet's Dream, Red Plush, Rose Charm, Rose O'Day, Spotlight, Starlet, Stoplight, Trocadero, White Christmas, White Gold, and Wedgwood are among my most vigorous growers.

Varieties that have proved to be good breeders in the past are: Arethusa, Black Diamond, Dawn Glow, Elizabeth the Queen, Gloaming, Gratitude, Lavender and Gold, Legend, Memory of Hindenberg, Poet's Dream, Red Charm, Rose O'Day, Ruffled Beauty and White Christmas.

From experience I believe that the following should make good breeders: Beauty's Blush, Burma, Daisy Mae, Gleam, Mt. Index, Orange Gold, Spotlight, Spic and Span, Starlet, Surfside, Trocadero, Venida and Wedgwood.

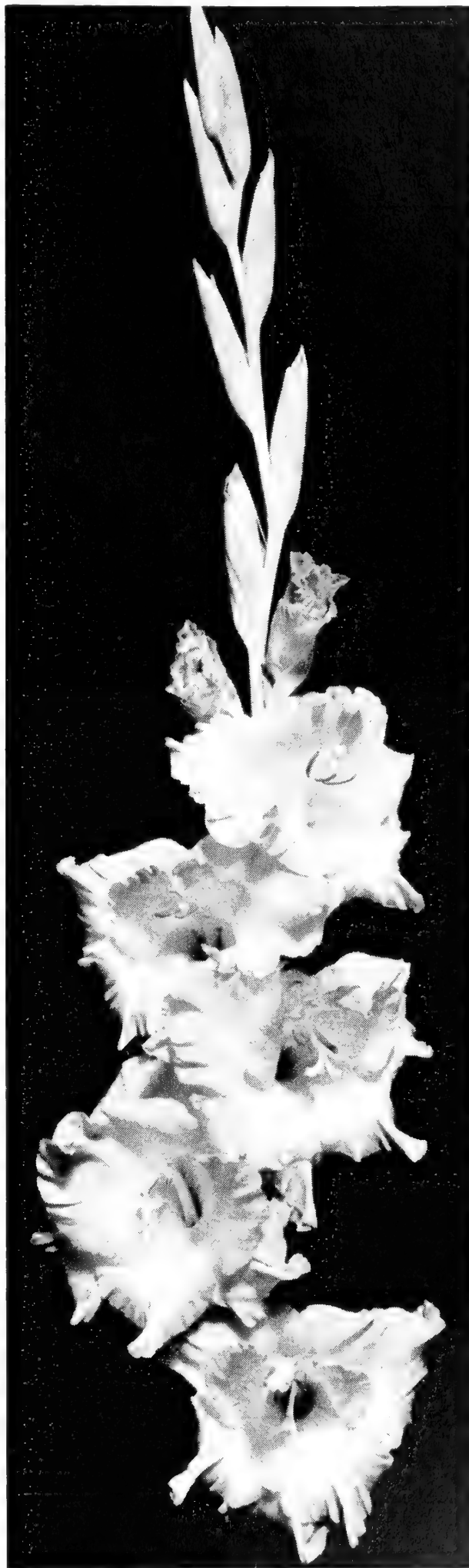
In looking up the parentages of glads listed in my descriptive price list, I was much impressed with the preponderance of Picardy blood in our gladiolus lineage.

Our season's blooming started out in the following order: Early Gold, Gratitude, Rose Charm, Donella, Babs, Radiance, Gerry, Fay, Arethusa, Brightside, Lavender and Gold, General MacArthur, Goldstaub, June Day, Annamae, Snow Princess and Gleam. From here on we were too much entailed with other work to make notations. We hope to have a more complete report as to the relative blooming dates of early varieties next year.

Artistic arrangements should be stressed more and more at our shows and milk bottles less and less. We are still in the milk bottle stage in floral arrangement!

"I will see Wedgwood in my dreams—if I had Wedgwood I would have it in my living room all the time."—Garden remarks of The Apostle of Beauty, Vermont.

"We tried out about twenty new varieties this year but were really impressed with three, Beauty's Blush, Spic and Span, and Birch Red."—Golden West Glad Growers, Calif.



WEDGWOOD

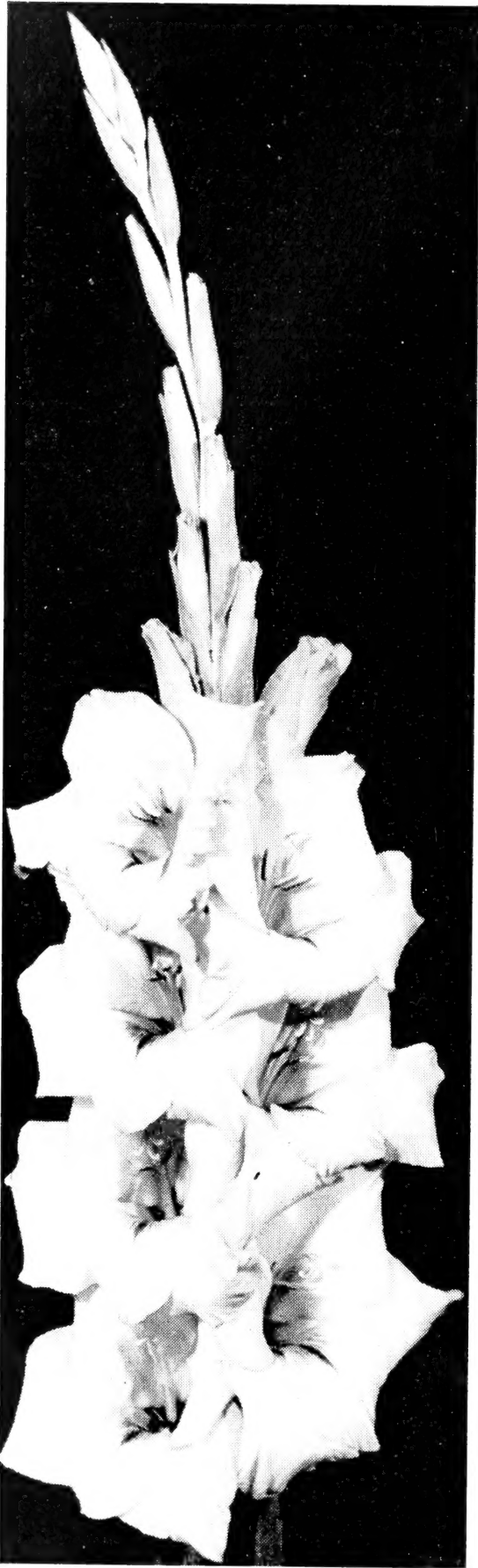
WHOLESALE PRICE LIST—NOT PREPAID

Prices indicated are F.O.B., St. Charles, Minnesota. Twenty or more bulbs of the same size and variety will be sold at the 100 rate. 250 or more of the same size and variety will be sold at the 1000 rate. All stock subject to prior sale. C indicates price per hundred; M indicates price per thousand.

		BULBLETS (Dry Measure)								
		1	2	3	4	5	6	½ Pt.	Qt.	Pk.
ABU HASSAN	C	14.00				4.00	3.00			
ALGONQUIN	M						10.00	1.00	3.00	
ANNAMAE	C	6.00	5.00	4.00	3.25	2.50	2.00			
	M		45.00	38.00	30.00	20.00	14.00	1.50	5.00	
ARETHUSA	C			3.50	2.50	2.00	1.50			
	M				20.00	16.00	12.00	1.50	5.00	35.00
AUTUMN GOLD	C			2.50	2.00	1.50	1.00			
	M			20.00	16.00	12.00	8.00	.75	2.00	15.00
AVALON	C					1.50	1.25			
	M						10.00	1.50	4.00	
BADGER BEAUTY	C	5.00	4.50	3.00	2.00	1.50	1.00			
	M	45.00	40.00	25.00	18.00	12.00	8.00	1.00	3.00	22.00
BEAUTY'S BLUSH	C	100.00	90.00	80.00	75.00	65.00	60.00	60.00	2.00	
BIG TOP	C	7.00	6.00	5.00	4.50	4.00	3.00			
	M	64.00	51.00	48.00	40.00	35.00	24.00	3.00	10.00	60.00
BIRCH RED	C	190.00	160.00	125.00	90.00	64.00	40.00			
BLUE ADMIRAL	M					10.00	6.00	.50	2.00	
BLUE BEAUTY	M					14.00	10.00	.50	2.00	
BRIGHTSIDE	C	5.00	4.00	3.00	2.00	1.50	1.00			
	M					12.00	8.00	1.00	3.00	18.00
BURMA	C	13.00	11.00	8.50	6.00	4.50	3.50	10.00	30.00	
CHIEF MULTNOMAK	C			3.00	2.00	1.50	1.00			
	M			25.00	18.00	12.00	8.00	1.00	3.00	18.00
COVER GIRL	C	32.00	28.00	22.50	18.00	16.00	12.00	10.00	32.00	
DAISY MAE	C	64.00	64.00	48.00	48.00	32.00	32.00	43.00	150.00	
DISCOVERY	C			3.00	2.50	1.50	1.00			
	M				20.00	12.00	8.00	1.00	3.00	20.00
ETHEL CAVE COLE	C					1.50	1.00			
	M					12.00	8.00	1.00	3.00	18.00
GLEAM	C	40.00	35.00	25.00	20.00	14.00	10.00	15.00	50.00	
GOLDSTAUB	C		3.50	2.50	1.75	1.25	.75			
	M		32.00	24.00	16.00	10.00	6.00		1.00	7.00
GRATITUDE	C	48.00	42.00	32.00	24.00	16.00	12.00	20.00	75.00	
HAWKEYE RED	C	8.00	7.00	6.00	5.00	4.00	2.50			
	M	70.00	60.00			35.00	20.00	5.00	15.00	
HEAVENLY WHITE	C	25.00	20.00	18.00	15.00	12.00	10.00			
	M	200.00	176.00	144.00	120.00	96.00	80.00	10.00	30.00	220.00
INVICTUS	C	6.00	5.00	4.50	4.00	3.00	2.50	2.00		
JEANIE	C	5.00		3.00	2.00	1.50	1.00			
	M	45.00			16.00	12.00	8.00	1.00	3.00	20.00
JEANIE X 5/8 VULCAN									8.00	7.00
JUNIOR MISS	C	4.50	4.00	3.00	2.50	2.00	1.25			
	M					14.00	10.00	1.50	5.00	30.00
KING ARTHUR	C	5.00	4.00	3.50	2.50	2.00	1.00			
	M					12.00	8.00	1.00	3.00	15.00

									BULBLETS (Dry Measure)		
		1	2	3	4	5	6	½ Pt.	Qt.	Pk.	
LADY JANE	C	4.50	3.50	3.00	2.50	1.50	1.00	-----	-----	-----	
	M	40.00	34.00	28.00	22.00	14.00	9.00	1.00	3.00	18.00	
LANTANA	M	-----	-----	-----	-----	14.00	10.00	1.00	3.00	18.00	
LAVENDER AND GOLD	C	-----	-----	-----	6.00	5.00	4.00	-----	-----	-----	
	M	-----	-----	-----	45.00	40.00	30.00	15.00	25.00	150.00	
LAVENDER PRINCE	C	30.00	25.00	20.00	14.00	12.00	10.00	10.00	32.00	-----	
LEADING LADY	C	10.00	8.50	7.50	6.50	5.00	3.50	8.00	30.00	160.00	
LEGEND	C	-----	4.00	3.00	2.25	1.75	1.25	-----	-----	-----	
	M	-----	35.00	25.00	20.00	15.00	10.00	1.00	4.00	25.00	
LEONA	C	-----	-----	2.50	2.00	1.50	1.00	-----	-----	-----	
	M	-----	-----	20.00	16.00	12.00	8.00	-----	2.00	-----	
MARGARET BEATON	C	-----	-----	-----	2.00	1.50	1.00	-----	-----	-----	
	M	-----	-----	-----	-----	12.00	8.00	-----	2.00	-----	
MARGARET FULTON	-----	-----	-----	-----	-----	-----	-----	-----	1.00	7.00	
MEMORY OF HINDENBERG	C	-----	-----	2.50	2.00	1.50	1.00	-----	-----	-----	
	M	-----	-----	-----	-----	12.00	8.00	-----	1.50	10.00	
ORANGE GOLD	C	-----	-----	-----	-----	18.00	14.00	20.00	-----	-----	
POET'S DREAM	C	35.00	30.00	25.00	20.00	14.00	10.00	15.00	50.00	-----	
PURPLE SUPREME	C	6.00	5.50	5.00	4.00	3.00	2.00	-----	-----	-----	
	M	56.00	48.00	44.00	35.00	25.00	15.00	2.50	8.00	50.00	
RED CHARM	C	7.00	6.00	5.00	4.00	3.00	2.00	3.00	10.00	-----	
ROSA VAN LIMA	C	-----	-----	2.50	2.00	1.50	1.00	-----	-----	-----	
	M	-----	-----	-----	-----	12.00	8.00	-----	1.50	10.00	
ROSE GEM	C	4.00	3.50	3.00	2.50	2.00	1.25	-----	-----	-----	
	M	-----	-----	-----	20.00	15.00	10.00	1.00	3.00	20.00	
ROSE O'DAY	C	30.00	25.00	22.00	18.00	15.00	10.00	-----	-----	-----	
	M	240.00	200.00	160.00	130.00	105.00	80.00	10.00	60.00	-----	
ROSY MORN	C	3.50	3.00	2.00	1.50	1.25	.75	-----	-----	-----	
	M	-----	-----	-----	14.00	10.00	6.00	-----	1.00	7.00	
RUFFLED BEAUTY	C	-----	-----	2.00	1.50	1.00	-----	-----	-----	-----	
	M	-----	-----	15.00	12.00	8.00	-----	-----	1.00	6.00	
SEEDLINGS, Bloomed, Mixed	C	3.50	3.00	2.50	2.00	1.50	1.00	-----	-----	-----	
	M	30.00	25.00	20.00	16.00	12.00	8.00	1.00	2.00	10.00	
SILVER WINGS	C	35.00	30.00	-----	-----	15.00	10.00	20.00	60.00	-----	
SNOW PRINCESS	C	3.50	-----	2.50	2.00	1.50	1.00	-----	-----	-----	
	M	30.00	-----	20.00	16.00	12.00	8.00	.50	1.50	10.00	
SPIC AND SPAN	C	224.00	224.00	192.00	192.00	160.00	160.00	-----	350.00	-----	
SPOTLIGHT (yellow)	C	35.00	30.00	25.00	16.00	12.50	10.00	-----	-----	-----	
	M	280.00	240.00	200.00	144.00	112.00	80.00	22.00	75.00	-----	
SURFSIDE	C	3.50	3.00	2.50	2.00	1.50	1.00	-----	-----	-----	
	M	30.00	-----	20.00	16.00	12.00	8.00	1.00	3.00	18.00	
SUSQUEHANNA	C	-----	8.00	6.50	5.00	3.50	2.50	8.00	25.00	-----	
SWEETHEART	M	-----	-----	-----	-----	-----	6.00	-----	1.00	-----	
VARIATION	C	-----	4.50	3.50	2.50	1.50	1.00	1.25	4.00	-----	
VULCAN	C	-----	7.00	5.00	4.00	3.00	2.00	5.00	18.00	-----	
WANDA	C	4.00	3.50	3.00	2.00	1.50	1.00	-----	-----	-----	
	M	-----	-----	-----	-----	-----	8.00	-----	1.00	7.00	
WHITE GOLD	C	-----	-----	3.50	3.00	2.50	2.00	1.50	4.00	-----	
YELLOW PARADISE	C	4.00	3.50	3.00	2.50	-----	-----	-----	1.00	-----	

*5 to 10% Bagdad.



ROSE O'DAY

"Rose O'Day is a good one. I like it very much. I had beautiful spikes of Beauty's Blush but due to the late spring planting it bloomed too late for the shows."—J. H. Ramage, Ohio.

"Each time I receive an order from you it is like Christmas, and like Christmas I am always well pleased."—R. E. Schwarting, N. Y.

BECOME A MEMBER

1. If you are seeking an evening of pleasant entertainment, put a dollar in an envelope and address it to Mrs. M. J. Walenta, Secretary of Maine Gladiolus Society, South China, Maine. Their 100-page annual is the surprise of the year and deserves to be widely distributed.

2. The Minnesota Gladiolus Society offers three issues of the Minnesota Glad Fan and a year's subscription to the Minnesota Horticulturist for \$1.50. The Minnesota Horticulturist magazine offers nine issues per year. Send dues to Harold A. Christensen, Christine Lake, Como Station 3, St. Paul 8, Minnesota.

3. The North American Gladiolus Council, an international organization, presents an excellent quarterly magazine that is chuck full of timely interests. Send your dollar bill to Alfonse Bazdorf, Lincoln Park, New Jersey.

4. The New England Society has the largest membership. Regular membership entitles you to their 215-page annual and six bi-monthly magazines for \$2.00. Write Arnold N. Drake, Horticultural Hall, Boston 15, Mass.

The societies treat such material as:

1. Up-to-date information on dips and sprays.
2. Diseases, fertilizers.
3. Best new varieties.
4. Trial ground reports.
5. Symposiums.
6. Hybridizing hints.
7. Parentages.

To encourage new members:

Include your subscriptions with your bulb order, and we will send you the value of the subscription in bulbs. Make a list of preferences, and we will fill as we are able.

"Received my bulbs today. That very generous gratis count merits an immediate expression of 'GRATITUDE'. When I focused the 'SPOTLIGHT' of my interest upon the precious contents of the container at a time comparable to the 'ROSE O' DAY' there was a 'GLEAM' in my eyes and a countenance exemplifying 'ROSE DELIGHT'. Here, it seemed to me, was an object worthy of a 'POET'S DREAM'. When these and others will have developed into their exquisite beauty it will be the veritable fairyland of 'SNOW PRINCESS' to which one will want to hie himself with the swiftness of 'SILVER WINGS'." — Rev. Harry Schultz, Mich.

"The extra bulbs of Gleam, Gratitude and Poet's Dream you sent me last year did very well and I liked them all, they are most artistic. Poet's Dream is my favorite."—Erich Becker, Ore.

"Wedgwood is blooming and just had to tell you it is about the most beautiful lavender on the market. Who wants them big?"—Wm. E. Manderbach, Pa.

Top Arrangement: **BETTER TIMES.**

Bottom Arrangement: **WEDGWOOD.**





Dream

